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Contract

## **Marketing and Brand Strategy and Media Buying Agency**

Solent University

F03: Contract award notice

Notice identifier: 2021/S 000-026858

Procurement identifier (OCID): ocds-h6vhtk-029c6e

Published 27 October 2021, 9:16am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Solent University

East Park Terrace

SOUTHAMPTON

SO140YN

#### **Contact**

Mandy Stephens

#### **Email**

[finance.procurement@solent.ac.uk](mailto:finance.procurement@solent.ac.uk)

#### **Telephone**

+44 2382013402

#### **Country**

United Kingdom

**NUTS code**

UKJ32 - Southampton

**Internet address(es)**

Main address

[www.solent.ac.uk](http://www.solent.ac.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing and Brand Strategy and Media Buying Agency

Reference number

20/ER/01

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Contracts have been awarded for:

Marketing & brand strategy agency (Lot 1)

Media Buying Agency (Lot 2)

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £478,700.57 / Highest offer: £536,865.02 taken into consideration

### **II.2) Description**

#### **II.2.1) Title**

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

### **II.2.4) Description of the procurement**

Marketing and Brand Strategy Agency

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

Initial term 2 years plus option to extend for 3 x 1 year periods.

### **II.2.14) Additional information**

Value over the life of the contract including extensions is anticipated to be in the region of between £500k and £1m.

Evaluation pricing was based on scenarios rather than the overall potential contract value due to the nature of the contract, no guaranteed level of spend.

## **II.2) Description**

### **II.2.1) Title**

Media Buying Agency

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

### **II.2.4) Description of the procurement**

Media Buying Agency

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

Initial term 2 years plus option to extend for 3 x 1 year periods.

### **II.2.14) Additional information**

Value over the life of the contract including extensions is anticipated to be in the region of between £4.5m and £7.5m.

Evaluation pricing was based on scenarios rather than the overall potential contract value due to the nature of the contract, no guaranteed level of spend.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-005373](#)

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## **Section V. Award of contract**

### **Contract No**

20/ER/01

### **Lot No**

1

### **Title**

Marketing and Brand Strategy Agency

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

PS London Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £21,000 / Highest offer: £58,000 taken into consideration

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**Section V. Award of contract**

**Contract No**

20/ER/01 Lot 2

**Lot No**

2

**Title**

Media Buying

A contract/lot is awarded: Yes

**V.2) Award of contract**

**V.2.1) Date of conclusion of the contract**

19 August 2021

**V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Havas People Limited

Maidstone

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £457,750 / Highest offer: £478,865 taken into consideration

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Please note the lowest and highest offers taken into consideration were based on scenarios rather than the overall potential contract value due to the nature of the contract, no guaranteed level of spend.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Solent University

East Park Terrace

Southampton

SO140YN

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