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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

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Telephone

+44 2382013402

Country

United Kingdom

NUTS code

UKJ32 - Southampton

Internet address(es)

Main address

www.solent.ac.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

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.

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](#)

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

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

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

Telephone

+44 2382013402

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United Kingdom