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Tender

NEX22/54 Media Buying Services

Nexus

F05: Contract notice – utilities

Notice identifier: 2022/S 000-027845

Procurement identifier (OCID): ocds-h6vhtk-0372d3

Published 4 October 2022, 2:09pm

Section I: Contracting entity

I.1) Name and addresses

Nexus

33 St James' Blvd

Newcastle upon Tyne

NE14AX

Contact

Julie Warnett

Email

tenders@nexus.org.uk

Telephone

+44 7879667318

Country

United Kingdom

Region code

UKC22 - Tyneside

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<http://www.nexus.org.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://www.nepo.org.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

NEX22/54 Media Buying Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Nexus wish to appoint a supplier for the provision of Media Buying Services for the Tyne and Wear Metro and The Shields Ferry. The supplier should be able to provide Media Buying Services for Nexus that delivers against key marketing objectives.

The media that is procured should have a positive impact on the brand in question. Media requirements will be briefed according to campaign. Subject to the needs of the campaign, requirements can range from providing a one-off advert in a specific publication to recommending, booking and evaluating large scale campaigns which include traditional media - not limited to OOH, TV, Radio, digital and social media as well as new/ innovative media recommendations.

It is anticipated that the contract will be for an initial period of 24 months with an option to extend for up to a further 24 months at Nexus discretion.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

II.2.4) Description of the procurement

Nexus wish to appoint a supplier to work with Tyne and Wear Metro to achieve best value in media buying and advise on appropriate media channels.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2023

End date

1 April 2025

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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.2.2) Time limit for receipt of tenders or requests to participate

Date

16 January 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Nexus

Newcastle Upon Tyne

Newcastle

NE1 4EX

Country

United Kingdom