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Tender

Digital Marketing and Advertising Services

GOLDSMITHS' COLLEGE

F02: Contract notice

Notice identifier: 2021/S 000-028026

Procurement identifier (OCID): ocds-h6vhtk-02f4e7

Published 9 November 2021, 10:00am

Section I: Contracting authority

I.1) Name and addresses

GOLDSMITHS' COLLEGE

New Cross

LONDON

SE146NW

Contact

Samantha Lee

Email

procurement@gold.ac.uk

Country

United Kingdom

NUTS code

UKI44 - Lewisham and Southwark

Internet address(es)

Main address

<https://www.gold.ac.uk/>

I.3) Communication

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

www.contractsfinder.gov.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.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

Digital Marketing and Advertising Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Goldsmiths, University of London has been set challenging student recruitment targets. To achieve these targets, the Communications and Engagement Directorate will use a number of promotional, marketing, recruitment and advertising techniques to attract, recruit and convert the best students for our range of products.

Goldsmiths is looking to appoint an expert supplier to use cutting-edge digital marketing and advertising strategies, alongside a deep understanding of the higher education sector, to offer consultancy based solutions for each recruitment campaign and support the ongoing delivery and optimisation of any digital advertising activity.

Whilst increasing brand visibility and recognition is important, success will be measured against student recruitment related KPIs such as open day registrations, prospectus downloads, website lead generation, applications and enrolments.

As such, we are seeking to appoint a specialist digital marketing agency to support and deliver our student recruitment campaign by managing core paid for digital marketing and advertising for the next three years. The successful agency will deliver Goldsmiths' paid digital advertising campaigns, including the following channels:

Paid search (Google, Bing)

Display (Google, Bing)

Social media (Facebook, Instagram, TikTok, Twitter)

Video (YouTube)

II.1.5) Estimated total value

Value excluding VAT: £675,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The agency will be required to report on campaign performance and have a commitment to continued optimisations and improvements for all campaigns.

We are looking for an agency who will be a partner and take the time to understand and appreciate Goldsmiths, our community and our portfolio of programmes. The agency will be able to offer consultancy, advice and creative thinking to identify the best possible digital advertising and marketing campaigns and solutions to reach student recruitment targets.

The agency will not be asked to design and develop creative or messaging as we have an in-house marketing team to deliver these. However, the agency should provide consultancy and suggestions for improvements or optimisations. The agency will also have a key eye on future trends and innovations in the digital marketing and advertising sector and adopt an analytical and consultative approach to campaign performance.

The campaigns must be agile and responsive so that they closely follow demand and audience behaviour and allow for swift and precise readjustment of spend where necessary.

The campaigns will need to support key student recruitment objectives, including:

Brand awareness raising and recognition

Undergraduate application generation

Undergraduate offer accepts

Undergraduate recruitment event sign-ups

Clearing application generation

Postgraduate application generation

Postgraduate offer accepts

Postgraduate recruitment event sign-ups

The successful agency should have a demonstrable track record of generating undergraduate and postgraduate university applications for both UK and international markets.

The agency will have a demonstrable experience of using analytics and reporting technologies to demonstrate the impact of their work, and establishing a Return on Investment (ROI) model for activity.

The success of this contract will be measured by an increase the number of enquiries, event attendees, applicants and enrolled students. Outstanding numerical conversion rates will be valuable.

Another key success factor will be a confident client team who feel in partnership with an agency they can trust, supported by seamless and campaign reporting, and an agency team who remains committed to continued optimisation and improvements to the advertising activity.

We seek a marketing partner who are confident in meeting our goals so the contract will benefit from two-way collaboration. The agency must be keen to work with us to create a relationship with the client team, always keeping in mind our strategic aims and objectives, as opposed to delivering the contract in a reactive and inconsistent approach.

For this, the selected supplier must demonstrate a fluid and agile account delivery team, regardless of the size of the agency or the scale of their client roster.

A constructive approach and commitment to issues management will also be valued. Likewise, the client team at Goldsmiths will offer the same and take on board constructive feedback where improvements can be made to our practices, processes and strategies when and where relevant to ensure success is measurable for client and agency alike.

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

28 February 2022

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

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

Date

9 December 2021

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

English

IV.2.7) Conditions for opening of tenders

Date

10 December 2021

Local time

10:00am

Information about authorised persons and opening procedure

Tenders will be submitted via email to the procurement lead's email address procurement@gold.ac.uk and will be saved in a separate folder unread until after the tender deadline date. They will then be opened and due diligence will be undertaken prior to being sent to the relevant team for evaluations.

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

Goldsmiths University

London

Country

United Kingdom