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Tender

## **Creative Strategy and Design Agency Services**

University of Portsmouth Higher Education Corporation trading as University of Portsmouth

F02: Contract notice

Notice identifier: 2021/S 000-028635

Procurement identifier (OCID): ocds-h6vhtk-02f74a

Published 16 November 2021, 5:56pm

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

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

University of Portsmouth Higher Education Corporation trading as University of Portsmouth

University House, Winston Churchill Avenue

Portsmouth

PO1 2UP

#### **Email**

[procurement@port.ac.uk](mailto:procurement@port.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ31 - Portsmouth

**Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/port.aspx/Home>

**I.3) Communication**

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

<https://in-tendhost.co.uk/port.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/port.aspx/Home>

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

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## **Section II: Object**

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

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

Creative Strategy and Design Agency Services

Reference number

21/CM/015

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

- 79340000 - Advertising and marketing services

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

Services

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

We are looking for a creative design agency that specialises in creative strategy and its application to multi channel advertising campaigns. Building on our established brand, the University is looking to develop a creative strategy to differentiate itself in the Higher Education marketplace, to grow student numbers, improve brand perceptions and realise its strategic ambitions.

#### **II.1.5) Estimated total value**

Value excluding VAT: £600,000

#### **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
- 79342000 - Marketing services

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

NUTS codes

- UKJ31 - Portsmouth

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

We are looking for a creative design agency that specialises in creative strategy and its application to multi channel advertising campaigns. Building on our established brand, the University is looking to develop a creative strategy to differentiate itself in the Higher Education marketplace, to grow student numbers, improve brand perceptions and realise its strategic ambitions. Working with a media agency, we run an always on advertising campaign that covers a range of channels. Whilst the campaign does include some out of home and printed channels, there is a significant focus on digital media, including On Demand, YouTube, social media, search, programmatic, gaming and third party HE websites. Our aim is to create an authentic, meaningful campaign that connects with our target audience, utilising the creative options each channel offers. The first key project will be our undergraduate student recruitment campaign, for 2023 entry. We would be looking to develop a campaign strategy and concepts from the end of February 2022, with implementation to market by the end of April 2022. In addition to this flagship campaign, we also run a number of related campaigns throughout the year. These cover postgraduate, faculty, research and general brand awareness. Full details of the requirements are under the Specification section of the ITT.

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

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

#### **II.2.6) Estimated value**

Value excluding VAT: £600,000

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

Duration in months

48

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

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

To Express an Interest in this project please register on the University of Portsmouth In-Tend webpage and express an interest in this project. Please find the weblink for our webpage below: <https://in-tendhost.co.uk/port/>

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### **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

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## **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

17 December 2021

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

17 December 2021

Local time

3:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

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

The University of Portsmouth Higher Education Corporation (trading as the university of Portsmouth)

Portsmouth

Country

United Kingdom