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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

Country

United Kingdom

NUTS code

UKJ31 - Portsmouth

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/>

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

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

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