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Contract

PE2022-23/2337 Digital Marketing Framework

University of Leeds

F03: Contract award notice

Notice identifier: 2023/S 000-029065

Procurement identifier (OCID): ocds-h6vhtk-03d6dd

Published 3 October 2023, 10:07am

Section I: Contracting authority

I.1) Name and addresses

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Contact

Ben Waters

Email

a.b.waters@leeds.ac.uk

Telephone

+44 1133434104

Country

United Kingdom

Region code

UKE42 - Leeds

Internet address(es)

Main address

www.delta-esourcing.com

Buyer's address

www.leeds.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

PE2022-23/2337 Digital Marketing Framework

Reference number

PE2022-23/2337

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

THIS IS AN AWARD NOTICE - THIS TENDER IS NOW CLOSED.

We are seeking to appoint digital marketing agencies to a purchasing Framework to plan and deliver campaigns covering the following media: (1) Display and programmatic advertising (2) Social media advertising. This is a purchasing Framework agreement for 3 Suppliers who will be able to bid for work under this Framework. Work will be awarded under this Framework via a Mini-Competition process between the 3 successful Framework bidders.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £300,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

THIS IS AN AWARD NOTICE - THIS TENDER IS NOW CLOSED.

We are seeking to appoint digital marketing agencies to a purchasing Framework to plan and deliver campaigns covering the following media: (1) Display and programmatic advertising (2) Social media advertising. This is a purchasing Framework agreement for 3 Suppliers who will be able to bid for work under this Framework. Work will be awarded under this Framework via a Mini-Competition process between the 3 successful Framework bidders.

II.2.5) Award criteria

Quality criterion - Name: Approach to Working / Weighting: 10

Quality criterion - Name: Resource Skills & Experience / Weighting: 10

Quality criterion - Name: Campaign Strategy / Weighting: 20

Quality criterion - Name: Delivery Plan / Weighting: 20

Quality criterion - Name: Resource Plan / Weighting: 20

Cost criterion - Name: Price / Weighting: 20

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-017132](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 August 2023

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Bonded Agency Limited

27 Grainger Street

Newcastle upon Tyne

NE1 5JE

Email

kevin.mcewan@bondedagency.com

Telephone

+44 1913755723

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

National registration number

13493092

Internet address

<https://bondedagency.com/>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Education Cubed Limited

30-31 Devonshire Place

Brighton

BN2 1QB

Email

tenders@educationcubed.com

Telephone

+44 1273443577

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

Internet address

www.educationcubed.com

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £300,000

Total value of the contract/lot: £300,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=801926021>

GO Reference: GO-2023103-PRO-24101718

VI.4) Procedures for review

VI.4.1) Review body

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133434104

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133434104

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

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+44 1133434104

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