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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): ocids-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](mailto: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](http://www.delta-esourcing.com)

Buyer's address

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

**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**

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

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## **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](#)

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## **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](mailto: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](mailto:tenders@educationcubed.com)

Telephone

+44 1273443577

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

Internet address

[www.educationcubed.com](http://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

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## **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

Telephone

+44 1133434104

Country

United Kingdom