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Tender

Digital Media Buying Services

University of Cumbria

F02: Contract notice

Notice identifier: 2022/S 000-029592

Procurement identifier (OCID): ocds-h6vhtk-037761

Published 20 October 2022, 1:11pm

Section I: Contracting authority

I.1) Name and addresses

University of Cumbria

Fusehill Street

Carlisle

CA4 8DS

Email

dawn.davidson@cumbria.ac.uk

Country

United Kingdom

NUTS code

UKD12 - East Cumbria

Internet address(es)

Main address

<http://www.cumbria.ac.uk>

I.3) Communication

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

<http://in-tendhost.co.uk/universityofcumbria>

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 Media Buying Services

Reference number

23-06

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

University of Cumbria requires a media agency to purchase, manage and optimise our TV, Cinema, OOH and digital advertising campaigns. The successful media agency will manage our brand, student specific and course specific campaigns, covering digital, social, and related TV, Cinema and OOH. Campaign management must reflect appropriate media spend against key periods of the student recruitment cycle, including clearing and post graduate designated campaigns. University of Cumbria are looking for a partner that will deliver insight-led campaigns with creative impact and performance-driven metrics.

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Digital Media Buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKD12 - East Cumbria

II.2.4) Description of the procurement

Lot 1 Paid Media

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

9 January 2023

End date

8 January 2025

This contract is subject to renewal

Yes

Description of renewals

Contract can be extended for a further year (based on performance)

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) Description

II.2.1) Title

Digital Media Buying Traditional Media

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKD12 - East Cumbria

II.2.4) Description of the procurement

Digital Media buying Services

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract can be extend for 1 further year (based on performance)

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

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: No

IV.2) Administrative information

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

Date

18 November 2022

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

18 November 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 3 years

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

University of Cumbria

Fusehill Street

Carlisle

CA4 8DS

Country

United Kingdom