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Planning

Provision of Media Planning and Buying Services

Robert Gordon University

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2022/S 000-030362

Procurement identifier (OCID): ocds-h6vhtk-037ccd

Published 27 October 2022, 2:42pm

Section I: Contracting authority

I.1) Name and addresses

Robert Gordon University

Central Services Building, Garthdee Road

Aberdeen

AB10 7FY

Email

procurement@rgu.ac.uk

Telephone

+44 1224262000

Fax

+44 1224262660

Country

United Kingdom

NUTS code

UKM50 - Aberdeen City and Aberdeenshire

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00399

I.3) Communication

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.publiccontractsscotland.gov.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

Provision of Media Planning and Buying Services

Reference number

005/22/HG

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Provide specialist media planning and buying services.

Develop a media strategy to increase awareness and consideration of the University, drive enquiries and applications in the most effective and efficient way

and improve the quality and increase the quantity of student applications.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Media Planning and Buying Services - University Marketing

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

Main site or place of performance

Robert Gordon Uni - Garthdee, Aberdeen

II.2.4) Description of the procurement

Provision of media planning and buying services related to general university marketing requirements.

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

Media Planning and Buying Services - Student Recruitment

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

Main site or place of performance

Robert Gordon Uni - Garthdee. Aberdeen.

II.2.4) Description of the procurement

Provision of media planning and buying services related specifically to student recruitment. Please note this Lot may be published as one or potentially split into two lots (UK and International recruitment)

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.3) Estimated date of publication of contract notice

2 December 2022

Section IV. Procedure

IV.1) Description

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.2.5) Scheduled date for start of award procedures

28 February 2023

Section VI. Complementary information

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=711587.](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=711587)

(SC Ref:711587)

VI.4) Procedures for review

VI.4.1) Review body

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Email

aberdeen@scotcourts.gov.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Email

aberdeen@scotcourts.gov.uk

Country

United Kingdom

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

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Email

aberdeen@scotcourts.gov.uk

Country

United Kingdom