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Contract

Media Buying Services

Prifysgol Bangor / Bangor University

F03: Contract award notice

Notice identifier: 2021/S 000-030509

Procurement identifier (OCID): ocds-h6vhtk-028cef

Published 8 December 2021, 12:54pm

Section I: Contracting authority

I.1) Name and addresses

Prifysgol Bangor / Bangor University

Finance Office, Cae Derwen, College Road

Bangor

LL57 2DG

Contact

Nicola Day

Email

n.h.day@bangor.ac.uk

Country

United Kingdom

NUTS code

UKL12 - Gwynedd

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0340

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

Media Buying Services

Reference number

BUMEDIA2021

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

Bangor University is currently seeking to appoint an agency or agencies to deliver creative, targeted and impactful advertising campaigns and services to increase

awareness of the University and to increase student recruitment.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £5,205,000

II.2) Description

II.2.1) Title

Digital Media Buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design digital advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising.

II.2.5) Award criteria

Quality criterion - Name: Strategy & Development / Weighting: 20%

Quality criterion - Name: Managing Campaigns / Weighting: 25%

Quality criterion - Name: Account Management / Weighting: 15%

Quality criterion - Name: Fair Working Practices / Weighting: 5%

Quality criterion - Name: Value for Money & Added Value / Weighting: 10%

Price - Weighting: 25%

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

Out of Home Media Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design out of home advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising.

II.2.5) Award criteria

Quality criterion - Name: Strategy & Development / Weighting: 20%

Quality criterion - Name: Managing Campaigns / Weighting: 25%

Quality criterion - Name: Account Management / Weighting: 15%

Quality criterion - Name: Fair Working Practices / Weighting: 5%

Quality criterion - Name: Value for Money & Added Value / Weighting: 10%

Price - Weighting: 25%

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

Broadcast Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design broadcast media advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising. This Lot includes terrestrial TV, digital TV including video on demand and radio

II.2.5) Award criteria

Quality criterion - Name: Strategy & Development / Weighting: 20%

Quality criterion - Name: Managing Campaigns / Weighting: 25%

Quality criterion - Name: Account Management / Weighting: 15%

Quality criterion - Name: Fair Working Practices / Weighting: 5%

Quality criterion - Name: Value for Money & Added Value / Weighting: 10%

Price - Weighting: 25%

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

Campaign design, creative design and production

Lot No

4

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for a highly creative agency who can advise and work with us to develop campaign messaging, adapt it for different channels and then supply it in the appropriate format for the chosen media. This is going to require a range of formats to include: video, sound (including scripts), gifs, print based adverts, online digital adverts, out of home posters (from buses to 48 sheet roadside billboards).

It may also include TV advert production, however, as this is a specialist field, the University will consider agencies who don't offer TV advert production services and these specific services may be excluded from the lot.

II.2.5) Award criteria

Quality criterion - Name: Strategy & Development / Weighting: 20%

Quality criterion - Name: Managing Campaigns / Weighting: 25%

Quality criterion - Name: Account Management / Weighting: 15%

Quality criterion - Name: Fair Working Practices / Weighting: 5%

Quality criterion - Name: Value for Money & Added Value / Weighting: 10%

Price - Weighting: 25%

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.1.8) 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: [2021/S 000-001433](#)

Section V. Award of contract

Lot No

1

Title

Digital Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2021

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Education Cubed Ltd

Mocatta House, Trafalgar Place

Brighton

BN14DU

Telephone

+44 1273443577

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £4,515,000

Total value of the contract/lot: £4,515,000

Section V. Award of contract

Lot No

2

Title

Out of Home Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Ubiquity Group

S4C Media Centre, Llanishen

Cardiff

CF145DU

Telephone

+44 2922409703

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £120,000

Total value of the contract/lot: £120,000

Section V. Award of contract

Lot No

3

Title

Broadcast Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 September 2021

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Havas People

1st Floor, 52 Princess Street

Manchester

M16JX

Telephone

+44 207022

Country

United Kingdom

NUTS code

- UK - United Kingdom

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 V. Award of contract

Lot No

4

Title

Campaign design, creative design and production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2021

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Ubiquity Group

S4C Media Centre, Llanishen

Cardiff

CF145DU

Telephone

+44 2922409703

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £270,000

Total value of the contract/lot: £270,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:114008)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom