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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](mailto: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](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

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**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

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## **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](#)

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## **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

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## **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

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## **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