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Contract

Digital Advertising

Swansea University

F03: Contract award notice

Notice identifier: 2024/S 000-030839

Procurement identifier (OCID): ocds-h6vhtk-040f59

Published 26 September 2024, 3:43pm

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Email

procurement@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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 Advertising

Reference number

SU25(24)

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking to award a 3 year contract, to commence in March 2024 with an option to extend beyond the initial 3 year period for a further period of 12 months (3+1).

Due to the nature of student recruitment advertising with new platforms and channels used for advertising the University is seeking to procure media buying for digital advertising.

The University wishes to appoint an external Contractor to help deliver advertising of key marketing and communications projects throughout the year as well as ad hoc projects as they arise. The appointment requires the Contractor to buy and manage advertising on behalf of the University. The University does not expect the successful organisation(s) to undertake creative design (this is a separate contract) but does expect that the Contractors will liaise with the Universities creative design agencies and in-house design teams where necessary.

II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £8,795 / Highest offer: £10,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The University is seeking to award a 3 year contract, to commence in March 2024 with an option to extend beyond the initial 3 year period for a further period of 12 months (3+1).

Due to the nature of student recruitment advertising with new platforms and channels used for advertising the University is seeking to procure media buying for digital advertising.

The appointed contractor will have extensive expertise in managing and implementing digital advertising to include (but not exclusively) social, search and programmatic advertising with Higher Education Institutions. Contractors are expected to be Google and/or Facebook partner certified and have a deep understanding of the student recruitment cycle for Undergraduate and Postgraduate students in the UK, EU and internationally.

II.2.5) Award criteria

Quality criterion - Name: Approach / Weighting: 25%

Quality criterion - Name: Expertise / Weighting: 25%

Quality criterion - Name: Client/Agency Relationship / Weighting: 20%

Price - Weighting: 30%

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: [2023/S 000-031661](#)

Section V. Award of contract

Contract No

SU25(24)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 April 2024

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 12

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

Adgen Ltd

2 Chapel Court, Holly Walk

Leamington Spa

CV324YS

Country

United Kingdom

NUTS code

- UKG13 - Warwickshire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £8,795 / Highest offer: £10,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

(WA Ref:144458)

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