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Tender

Digital Advertising

Swansea University

F02: Contract notice

Notice identifier: 2023/S 000-031661

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

Published 26 October 2023, 3:48pm

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.3) Communication

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

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.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

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.1.5) Estimated total value

Value excluding VAT: £1,200,000

II.1.6) Information about lots

This contract is divided into lots: No

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.2.6) Estimated value

Value excluding VAT: £1,200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

3 year contract plus a an additional 1 year optional extension period (3+1)

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

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

Date

27 November 2023

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.7) Conditions for opening of tenders

Date

27 November 2023

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=135665

(WA Ref:135665)

The buyer considers that this contract is suitable for consortia.

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