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Contract

Design, Creative & Associated Services - University of Aberdeen

University of Aberdeen

F03: Contract award notice

Notice identifier: 2022/S 000-031694

Procurement identifier (OCID): ocds-h6vhtk-035941

Published 9 November 2022, 12:41pm

Section I: Contracting authority

I.1) Name and addresses

University of Aberdeen

University Office, King's College

Aberdeen

AB24 3FX

Email

e-sourcing@abdn.ac.uk

Country

United Kingdom

NUTS code

UKM50 - Aberdeen City and Aberdeenshire

Internet address(es)

Main address

<http://www.abdn.ac.uk/procurement>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00102

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

Design, Creative & Associated Services - University of Aberdeen

Reference number

AU22/19

II.1.2) Main CPV code

- 79415200 - Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

CONTRACT AWARD - It is the intention of the University to establish a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand-related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

II.2.4) Description of the procurement

Award of contract for a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand- related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

II.2.5) Award criteria

Quality criterion - Name: Creativity / Ideas / Weighting: 30

Quality criterion - Name: Project Management / Weighting: 15

Quality criterion - Name: Relevant HE experiences targeted at prospective students / Weighting: 5

Quality criterion - Name: Added value / Weighting: 5

Quality criterion - Name: Presentation / Weighting: 15

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2022/S 000-021531](#)

Section V. Award of contract

Contract No

AU22/19

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 November 2022

V.2.2) Information about tenders

Number of tenders received: 8

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: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Natives Online Ltd

Lees House, 21-33 Dyke Road

Brighton

BN1 3FE

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Union Advertising Agency

18 Inverleith Terrace

Edinburgh

EH35NS

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Stand Ltd

170 Kelvinhaugh Street

Glasgow

G3 8PR

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)

Total value of the contract/lot: £500,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:712906)

VI.4) Procedures for review

VI.4.1) Review body

Aberdeen Sheriff Court

Aberdeen

Country

United Kingdom