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Planning

Brand Tracking/PIN/PRO/2024

The Open University

F01: Prior information notice
Prior information only
Notice identifier: 2024/S 000-031798
Procurement identifier (OCID): ocds-h6vhtk-04a5ab
Published 3 October 2024, 9:54pm

Section I: Contracting authority

I.1) Name and addresses

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

Contact

OU Procurement

Email

finance-tenders@open.ac.uk

Telephone

+44 1908274066

Country

United Kingdom

NUTS code

UKJ12 - Milton Keynes

National registration number

RC000391

Internet address(es)

Main address

www.open.ac.uk

Buyer's address

https://in-tendhost.co.uk/openuniversity/

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

https://in-tendhost.co.uk/openuniversity/

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

Brand Tracking/PIN/PRO/2024

Reference number

OUPA11365

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a prior information notice to inform the market of the intention by the Open University (the OU) to procure Brand Tracking services; and commence early market engagement.The OU would like to hear from market research suppliers willing to participate in an early market engagement exercise in the marketing field of Brand Health and Advertising Tracking. The purpose of this notice is to:- understand industry developments;- forecast future trends;- assist the OU in drafting requirements for the future procurement opportunity;- gauge the level of interest in the project from the market.Suppliers are invited to complete and submit the Request for Information Questionnaire on In-Tend as provided in the contact details above. https://in-tendhost.co.uk/openuniversity/

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement

The OU will soon be embarking on a competitive tender for our Brand Tracking research services. The requirement is likely to involve measuring awareness and perceptions of the OU brand among potential students in all UK nations. It may also include recall of integrated campaigns, brand perceptions, competitive positioning and shifting perceptions among consumers.The competitive tender will also include the option to include regular surveys of other important OU audiences like students, Alumni and employers.Agencies that would like to participate in this early market engagement exercise must do so via the OU's e-tendering website, In-Tend:-https://in-tendhost.co.uk/openuniversityTo participate, agencies are invited to complete and submit the Request for Information Questionnaire no later 23rd October via the correspondence function on In-Tend.

II.3) Estimated date of publication of contract notice

3 October 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Suppliers are requested to respond to this PIN via The Open University's e-tendering website, In-Tend (https://in-tendhost.co.uk/openuniversity/). Suppliers should complete and return the Request for Information Questionnaire by no later than 23rd October 2024. Further details are provided in RFI documentation In-Tend.