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Contract

## **EC0995 Media Buying**

University Of Edinburgh

F03: Contract award notice

Notice identifier: 2023/S 000-031883

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

Published 27 October 2023, 4:23pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

#### **Email**

[john.porter@ed.ac.uk](mailto:john.porter@ed.ac.uk)

#### **Telephone**

+44 1316502508

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<https://www.ed.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00107](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00107)

**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

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

EC0995 Media Buying

Reference number

EC0995

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University of Edinburgh is inviting competitive tenders for provision of Media Buying services.

The media solutions required by the University reflect the scale and diversity of the institution and include a mixture of planned annual and ad hoc or reactive activity. The bulk of our media spend is directed at awareness raising amongst key stakeholders and attracting applications from prospective students in multiple markets, but we also actively promote our wider events and services.

A growing proportion of activity is institution-wide, but the bulk of activity (and spend) is devolved to school level and below.

Most schools create an annual plan and schedule their media spend each summer and that will account for the bulk of spending. However, there is also ad hoc activity as and when new programmes are launched, events are scheduled, or other requirements arise throughout the year. The Accommodation Catering and Events service area will have a detailed annual plan but will require media solutions and research on different campaigns across its many markets, i.e. hospitality and tourism, food and drink, conference and events, property (Landlord Lettings) and nurseries.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

University of Edinburgh

#### **II.2.4) Description of the procurement**

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#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

#### **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.2.14) Additional information**

The intended contract is for 3 years with the option to extend for a further +1, +1 year.

The contract value estimate of GBP 8.5m is based on the full maximum five year total potential contract term.

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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: [2023/S 000-031861](#)

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## **Section V. Award of contract**

### **Contract No**

EC0995

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

### **VI.3) Additional information**

\*\*\* IMPORTANT \*\*\*

There will be a Supplier briefing event to be held on Thursday 9th November @ 2pm-4pm and all bidders are encouraged to attend. This will be a hybrid event held in our Charles Stewart House building in Edinburgh as well as via Microsoft Teams. Further details can be found in Schedule 1, section 9 of the ITT & Specification Document

(SC Ref:748768)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court & Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Email

[enquiries@scotcourts.gov.uk](mailto:enquiries@scotcourts.gov.uk)

Telephone

+44 1312252525

Country

United Kingdom