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Tender

## **Media Planning and Buying**

Senior Procurement Adviser

F02: Contract notice

Notice identifier: 2023/S 000-032742

Procurement identifier (OCID): ocds-h6vhtk-0415fd

Published 6 November 2023, 11:14am

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

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

Senior Procurement Adviser

Robert Gordon University

Aberdeen

AB10 7FY

#### **Contact**

Helen Gowen

#### **Email**

[h.gowen@rqu.ac.uk](mailto:h.gowen@rqu.ac.uk)

#### **Telephone**

+44 1224262059

**Fax**

+44 1224262660

**Country**

United Kingdom

**NUTS code**

UKM50 - Aberdeen City and Aberdeenshire

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00399](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00399)

**I.3) Communication**

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

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

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

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

**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**

Media Planning and Buying

Reference number

005/22/HG

#### **II.1.2) Main CPV code**

- 79342100 - Direct marketing services

#### **II.1.3) Type of contract**

Services

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

Media Planning and Buying Services for the UK and Scottish HE Market

#### **II.1.5) Estimated total value**

Value excluding VAT: £800,000

#### **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
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

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

The University is looking to appoint one agency who has the experience and capability to develop and deliver media activity in the higher education sector within the UK, particularly the Scottish sector, while recognising the different perspectives, challenges and market demands that exist within the UK sector.

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

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

### **II.2.6) Estimated value**

Value excluding VAT: £800,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Optional 24 month extension

### **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

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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: [2019/S 018-038616](#)

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

Date

13 December 2023

Local time

12:00pm

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

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

13 December 2023

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 5 years

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=749453](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=749453).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:749453)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=749453](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=749453)

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

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

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Aberdeen Sherriff Court

53 Castle Street

Aberdeen

AB11 5BB

Country

United Kingdom