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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@rgu.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

I.3) Communication

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

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

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

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

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

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

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.

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.

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

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