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Tender

Media Buying for Student Recruitment

University of Dundee

F02: Contract notice

Notice identifier: 2023/S 000-033497

Procurement identifier (OCID): ocds-h6vhtk-0417e7

Published 13 November 2023, 3:40pm

Section I: Contracting authority

I.1) Name and addresses

University of Dundee

Procurement, 3rd Floor, Tower Building, Nethergate

Dundee

DD1 4HN

Contact

Annemarie Hannaway

Email

ahannaway001@dundee.ac.uk

Telephone

+44 1382386810

Country

United Kingdom

NUTS code

UKM71 - Angus and Dundee City

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00105

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

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 Buying for Student Recruitment

Reference number

UoD–PF005–TC-2022

II.1.2) Main CPV code

- 80300000 - Higher education services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Dundee runs a number of student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from UK and international markets.

To achieve this, the University wish to engage the services of a media buying agency.

II.1.5) Estimated total value

Value excluding VAT: £1,000,050

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79600000 - Recruitment services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Dundee

II.2.4) Description of the procurement

The University of Dundee runs a number of student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from UK and international markets.

To achieve this, the University wish to engage the services of a media buying agency

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £1,000,050

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

The initial contract duration shall be for a 2-year period with the option to extend for a further 1 12-month duration period subject to successful delivery of the initial period as determined by the University of Dundee Marketing Client.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The contract will serve both the central and business school marketing teams' activities, though it may evolve to incorporate additional ad-hoc marketing activities to support additional schools within the University and regional marketing activity.

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2) 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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

13 December 2023

Local time

12:00pm

Place

University of Dundee

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: November 2026

VI.2) Information about electronic workflows

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=750231.

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:750231)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=750231

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sheriff Court

6 W Bell Street

Dundee

DD1 9AD

Country

United Kingdom