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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

 $\underline{https://www.publiccontractsscotland.gov.uk/search/Search\_AuthProfile.aspx?ID=AA0010}5$ 

# 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 <a href="https://www.publiccontractsscotland.gov.uk/Search/Search\_Switch.aspx?ID=750231.">https://www.publiccontractsscotland.gov.uk/Search/Search\_Switch.aspx?ID=750231.</a>

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at <a href="https://www.publiccontractsscotland.gov.uk/sitehelp/help\_guides.aspx.">https://www.publiccontractsscotland.gov.uk/sitehelp/help\_guides.aspx.</a>

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