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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](mailto: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](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](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)

**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 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 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

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## **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

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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.2.2) 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

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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: 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](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](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](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