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Tender

## **China Digital Marketing Partner**

University of Stirling

F02: Contract notice

Notice identifier: 2023/S 000-034204

Procurement identifier (OCID): ocds-h6vhtk-041b1d

Published 20 November 2023, 9:55am

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

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

University of Stirling

Procurement Services, Finance Office, Room 3Z3, Cottrell Building

Stirling

FK9 4LA

#### **Contact**

Fiona Macnaughton

#### **Email**

[f.m.macnuaghton1@stir.ac.uk](mailto:f.m.macnuaghton1@stir.ac.uk)

#### **Telephone**

+44 1786466186

#### **Country**

United Kingdom

**NUTS code**

UKM77 - Perth & Kinross and Stirling

**Internet address(es)**

Main address

<http://www.stir.ac.uk/finance-office/procurement/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00112](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00112)

**I.3) Communication**

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

<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

<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**

China Digital Marketing Partner

Reference number

8421

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

- 79340000 - Advertising and marketing services

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

Services

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

The provision of digital media buying and digital marketing and content services in China.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKM77 - Perth & Kinross and Stirling

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

The provision of digital media buying and digital marketing and content services.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

There will be an option to extend for an additional 12 months, and then a further 12 months, and then a final 12 months.

#### **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 III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

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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

12 January 2024

Local time

12:00pm

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

English

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

Date

12 January 2024

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: Not known at this stage.

## **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=748466](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=748466).

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:748466)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=748466](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=748466)

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

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

Stirling Sheriff Court and Justice of the Peace Court

Stirling

Country

United Kingdom