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Contract

## **Contract for Digital Marketing Services**

Liverpool John Moores University

F03: Contract award notice

Notice identifier: 2022/S 000-034488

Procurement identifier (OCID): ocds-h6vhtk-030cee

Published 6 December 2022, 1:52pm

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

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

Liverpool John Moores University

2nd Floor Exchange Station , Tithebarn Street

Liverpool

L22QP

#### **Contact**

Kathryn Houghton

#### **Email**

[k.l.houghton@ljmu.ac.uk](mailto:k.l.houghton@ljmu.ac.uk)

#### **Telephone**

+44 1512312121

**Country**

United Kingdom

**Region code**

UKD72 - Liverpool

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.ljmu.ac.uk](http://www.ljmu.ac.uk)

**I.4) Type of the contracting authority**

Other type

Higher Education

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Contract for Digital Marketing Services

Reference number

LJMU 2119

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

- 79340000 - Advertising and marketing services

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

Services

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

We are looking for an agency that can support University recruitment plans by developing and delivering (along with student recruitment and marketing staff) an innovative digital advertising strategy to drive prospective student engagement and conversion from pre-applicant to enrolled student. The strategy should seek to support student recruitment targets by increasing student numbers and applications from underrepresented groups. It should also seek to support the retainment of students by attracting those who share our brand values and fully understand the University offer prior to application or enrolment. The University brand was updated in 2020 and has been used to help strengthen our digital presence online through consistent messaging and visuals. The University is therefore also seeking an agency that has experience in online brand awareness and building techniques who can support the communications of our brand values (student focused, community, courageous and inclusive).

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £750,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKD - North West (England)

Main site or place of performance

Liverpool

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

We are looking for an agency that can support University recruitment plans by developing and delivering (along with student recruitment and marketing staff) an innovative digital advertising strategy to drive prospective student engagement and conversion from pre-applicant to enrolled student. The strategy should seek to support student recruitment targets by increasing student numbers and applications from underrepresented groups. It should also seek to support the retainment of students by attracting those who share our brand values and fully understand the University offer prior to application or enrolment. The University brand was updated in 2020 and has been used to help strengthen our digital presence online through consistent messaging and visuals. The University is therefore also seeking an agency that has experience in online brand awareness and building techniques who can support the communications of our brand values (student focused, community, courageous and inclusive).

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

Cost criterion - Name: Cost / Weighting: 20

### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-001621](#)

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## **Section V. Award of contract**

### **Contract No**

LJMU 2119

### **Title**

Contract for Digital Marketing Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 November 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Anything is Possible

Brighton

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

Companies House

10910014

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £750,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The award notice values cover year one costs of £350k, as LJMU have a known budget for that

The rest of the costs are an estimate of spend

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

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

The High Court

London

Country

United Kingdom