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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

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

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

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

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](#)

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

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