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Tender

Contract For The Provision of Media Buying 23/24

UNIVERSITY OF WINCHESTER

F02: Contract notice

Notice identifier: 2023/S 000-034530

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

Published 22 November 2023, 12:31pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF WINCHESTER

Sparkford Road

WINCHESTER

SO224NR

Contact

Andrew Gannon

Email

andrew.gannon@winchester.ac.uk

Telephone

+44 1962844555

Country

United Kingdom

Region code

UKJ36 - Central Hampshire

UK Register of Learning Providers (UKPRN number)

University of Winchester

Internet address(es)

Main address

<https://www.winchester.ac.uk/welcome/>

I.3) Communication

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

<https://in-tendhost.co.uk/winchester.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/winchester.aspx/Home>

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

Contract For The Provision of Media Buying 23/24

Reference number

PS/AG/008

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Winchester is looking for a Media Buying Agency to assist with the following:

- Development and successful delivery of a long-term, always-on marketing and media plan
- High customer service levels, demonstrated through the agency working in close collaboration with us on an on-going basis rather than 'helicopter in and out' on a project-by-project basis.
- Value for money, delivering maximum results within budget and management of payments with media owners (rather than us paying them directly)
- Reporting on always-on and campaigns on a regular basis (at least monthly)
- Proactive and innovative media plans that respond to the analysis of results and ensuring ongoing optimization.

Return Date: 12 Noon - 4th of January 2024

Full details can be found at: <https://in-tendhost.co.uk/winchester.aspx/Home>

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

II.2.4) Description of the procurement

The University of Winchester is looking for a Media Buying Agency to assist with the following:

- Development and successful delivery of a long-term, always-on marketing and media plan
- High customer service levels, demonstrated through the agency working in close collaboration with us on an on-going basis rather than 'helicopter in and out' on a project-by-project basis.
- Value for money, delivering maximum results within budget and management of payments with media owners (rather than us paying them directly)
- Reporting on always-on and campaigns on a regular basis (at least monthly)
- Proactive and innovative media plans that respond to the analysis of results and ensuring ongoing optimization.

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II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £1,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Contract has an option to extend for another additional 2 years.

Contract will then be re-tendered.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Contract has an option to extend for another additional 2 years.

Contract will then be re-tendered.

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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

4 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

4 January 2024

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Winchester

Winchester

Country

United Kingdom