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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: <a href="https://in-tendhost.co.uk/winchester/aspx/Home">https://in-tendhost.co.uk/winchester/aspx/Home</a>

#### 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)
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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