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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](mailto: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

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## **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.

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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: 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

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## **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