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Tender

The Provision of Media Buying Services

MAG Airport LTD

F02: Contract notice

Notice identifier: 2022/S 000-034893

Procurement identifier (OCID): ocds-h6vhtk-038c25

Published 9 December 2022, 10:51am

Section I: Contracting authority

I.1) Name and addresses

MAG Airport LTD

Olympic House, Manchester, M90 1QX

Manchester

M90 1QX

Email

peter.odriscoll@magairports.com

Country

United Kingdom

NUTS code

UKD33 - Manchester

National registration number

11748654

Internet address(es)

Main address

<http://www.magworld.co.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://esourcing.waxdigital.co.uk/MAG/Signin.aspx>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://esourcing.waxdigital.co.uk/MAG/Signin.aspx>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Airport Related Activity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The Provision of Media Buying Services

Reference number

ID5345

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

A media buying agency needs to be appointed which can cover the full mix of digital and offline solutions, allowing a full cross channel multi-functional campaign with a demonstrable ROI plan. Media will need to be purchased and the agency will need to have access to specific media ?inventory? and platforms to allow MAG to advertise their products / messages.

To ensure we are competing and have access to the best forms of media, the media house will need to work with us directly to understand the objectives, briefs, and budgets.

The media agency will be required to deliver a ?one stop shop? service of planning a media campaign. The successful bidder will have access to inventory which can only be accessed through direct buying with a media agency.

II.1.5) Estimated total value

Value excluding VAT: £900,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD33 - Manchester
- UKF22 - Leicestershire CC and Rutland
- UKH35 - West Essex

Main site or place of performance

Mainly it would probably be Manchester Airport then Stansted Airport then East Midlands Airport

II.2.4) Description of the procurement

The Provision of Media Buying Services

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: £900,000

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

Start date

3 April 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

The procurement process will be managed through MAGSource. All bidders interested in participating in this procurement must self-register via the portal which

can be accessed here: <https://esourcing.waxdigital.co.uk/MAG/Signin.aspx>

Once registered, please contact peter.odriscoll@magairports.com to be included in the event.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: Yes

IV.2) Administrative information

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

Date

12 January 2023

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31 December 2023

IV.2.7) Conditions for opening of tenders

Date

17 January 2023

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

MAG Group Legal

Olympic House, Manchester Airport

Manchester

M90 1QX

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

MAG Airport LTD will incorporate a standstill period at the point information on the award of the contracts communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to

challenge the award decision before the contract is entered into The Utilities Contracts Regulations 2016 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

