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Contract

Marketing and Advertising Services

UNIVERSITY OF DERBY

F03: Contract award notice

Notice identifier: 2023/S 000-034917

Procurement identifier (OCID): ocds-h6vhtk-03ddf8

Published 27 November 2023, 11:47am

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF DERBY

Kedleston Road

DERBY

DE22 1GB

Contact

Procurement Team

Email

procurement@derby.ac.uk

Telephone

+44 1332591094

Country

United Kingdom

Region code

UKF11 - Derby

Companies House

3079282

Internet address(es)

Main address

www.derby.ac.uk

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

Marketing and Advertising Services

Reference number

PROC KB ITT 917

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

To provide proactive strategic and tactical media buying services to complement the University's core marketing activities. The appointed contractor will support the University's strategic objectives - including building brand awareness, enhancing engagement and, importantly, increasing student recruitment numbers. This will require the development of integrated multi-channel campaign plans, targeting various stakeholder audiences. Raise the University's profile and position and to support the growth of the University and its subsidiaries.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £350,000 / Highest offer: £1,531,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

To provide proactive strategic and tactical media buying services to complement the University's core marketing activities. The appointed contractor will support the University's strategic objectives - including building brand awareness, enhancing engagement and, importantly, increasing student recruitment numbers. This will require the development of integrated multi-channel campaign plans, targeting various stakeholder audiences. Raise the University's profile and position and to support the growth of the University and its subsidiaries.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

Option to extend annually for a further 2 years

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-018718](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 October 2023

V.2.2) Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Edison Media Ltd

Swinton

Country

United Kingdom

NUTS code

- UKD - North West (England)

Companies House

12300198

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £350,000 / Highest offer: £1,531,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Derby

Derby

DE22 1GB

Country

United Kingdom