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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** 

**DE221GB** 

#### 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: <u>2023/S 000-018718</u>

## 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

DE221GB

Country

United Kingdom