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Tender

## **Media Buying Agency**

Edinburgh Napier University

F02: Contract notice

Notice identifier: 2023/S 000-035099

Procurement identifier (OCID): ocds-h6vhtk-041d6b

Published 28 November 2023, 3:43pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Edinburgh Napier University

Sighthill Campus

EDINBURGH

EH11 4BN

#### **Contact**

Tony Newjem

#### **Email**

[T.Newjem@napier.ac.uk](mailto:T.Newjem@napier.ac.uk)

#### **Telephone**

+44 1314555326

#### **Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**National registration number**

SC018373

**Internet address(es)**

Main address

[www.napier.ac.uk](http://www.napier.ac.uk)

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00340](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00340)

**I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.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**

Media Buying Agency

Reference number

MER-ENU-2324-PRF507

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Edinburgh Napier University (ENU) is looking to appoint an experienced and sector-leading Media Strategy and Buying Agency to manage and support the advertising and targeting requirements for our wide and varied marketing activities.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Edinburgh Napier University campuses at Sighthill (postcode EH11 4BN); Merchiston (EH10 5DT); and Craiglockhart (EH14 1DJ).

#### **II.2.4) Description of the procurement**

The University is looking to develop a long-term partnership with an agency to help support the following initiatives:

1. Manage and support advertising efforts for all brand and student recruitment campaigns throughout the year, including tentpole campaigns, and always-on activities such as paid search.
2. Manage and support additional campaigns as needed, to aid with recruitment and CPD objectives.
3. Provide specialist expertise on a range of digital channels and best practice, for example how to navigate advertising with the waning prevalence of cookies.

#### **II.2.5) Award criteria**

Quality criterion - Name: (Technical) Relevant Experience / Weighting: 10%

Quality criterion - Name: (Technical) Skill Set / Weighting: 10%

Quality criterion - Name: (Strategy) Methodology / Weighting: 10%

Quality criterion - Name: (Strategy) Ability to Achieve Objectives / Weighting: 10%

Quality criterion - Name: (Strategy) Creativity and Innovation / Weighting: 10%

Quality criterion - Name: (Audience) Audience Focus / Weighting: 10%

Quality criterion - Name: (Implementation) Channel Outline / Weighting: 10%

Quality criterion - Name: (Pitch) Team Chemistry / Weighting: 20%

Quality criterion - Name: (Evaluation) Reporting and Measurement / Weighting: 7%

Price - Weighting: 3%

#### **II.2.6) Estimated value**

Value excluding VAT: £3,000,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Two further contract extensions each of 1 year may be activated at the University's sole discretion.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Minimum yearly turnover.

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Bidders will be required to state the value(s) for the following financial ratio(s): Acid Test Ratio

Net Current Assets

-

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated.

Minimum level(s) of standards possibly required

Bidders will be required to have a minimum yearly “specific” turnover of 1000000 GBP for the last 3 years in the business area covered by the contract.

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The acceptable range for each financial ratio is:

Acid Test Ratio: a minimum of 1.0. The ratio will be calculated as follows: liquid assets (cash and cash equivalents + marketable securities + accounts receivable) divided by current liabilities.

Net Current Assets: greater than zero. The ratio will be calculated as follows: current assets divided by current liabilities.

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Insurances: bidders must hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:  
Employer’s (Compulsory) Liability Insurance = 5000000 GBP;

Public Liability Insurance = 1000000 GBP;

Professional Risk Indemnity Insurance = 1000000 GBP.

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As detailed in the Single Procurement Document Questions 4C.1.2 to 4C.12.2, bidders must demonstrate their technical and professional ability to provide the services the subject of this contract.

Minimum level(s) of standards possibly required

Bidders should provide the names and curriculum vitae for each member of the proposed team who will deliver the subject services.

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Bidders will be required to confirm their average annual manpower for the last three years.

## **III.2) Conditions related to the contract**

### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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: Yes

### **IV.2) Administrative information**

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

Date

8 January 2024

Local time

12:00pm

#### **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**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

8 January 2024

Local time

1:00pm

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## **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.3) Additional information**

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 25682 .  
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

Community benefits are included in this requirement. For more information see:  
<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

The successful bidder will work with the Authority to consider what community benefits can be delivered through this Contract. These might include Student work placements and internships. For example, our School of Arts and Creative Industries partner our students with industry and community organisations to create enriching work-based projects.

(SC Ref:750582)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Email

[edinburgh@scotcourts.gov.uk](mailto:edinburgh@scotcourts.gov.uk)

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>

#### **VI.4.2) Body responsible for mediation procedures**

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Email

[edinburgh@scotcourts.gov.uk](mailto:edinburgh@scotcourts.gov.uk)

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>