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Tender

L24075-T-TC - Pay Per Click Management Services

London Luton Airport Operations Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-036334

Procurement identifier (OCID): ocds-h6vhtk-04b549

Published 8 November 2024, 5:49pm

Section I: Contracting entity

I.1) Name and addresses

London Luton Airport Operations Limited

Percival House Percival Way

Luton

LU2 9NU

Contact

Tracey Constantinides

Email

tracey.constantinides@ltn.aero

Country

United Kingdom

NUTS code

UKH21 - Luton

Internet address(es)

Main address

<https://www.london-luton.co.uk/corporate>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://in-tendhost.co.uk/llaol>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Airport-related activities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

L24075-T-TC - Pay Per Click Management Services

Reference number

L24075-T-TC

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

London Luton Airport (LLA) requires a suitably experienced and qualified vendor to provide Pay Per Click (PPC) Management Services and Ad Hoc Digital Marketing Campaigns. The tender is split into two specific "Lots" covering PPC Management and Ad Hoc Digital Marketing Campaigns. The Vendor is invited to respond with a proposal for one or both Lots as outlined below: These may be awarded singularly or combined at LLA's discretion based on which suits our needs.

II.1.5) Estimated total value

Value excluding VAT: £435,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

L24075-T-TC - PPC Management services

Lot No

Lot number 1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

II.2.4) Description of the procurement

As per tender document

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: £360,000

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

Duration in months

36

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

Please see tender documents

II.2) Description

II.2.1) Title

L24075-T-TC - Ad Hoc Digital Marketing Campaigns

Lot No

Lot number 2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

II.2.4) Description of the procurement

As per tender documents

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: £75,000

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

Duration in months

36

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

Please see tender documents

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see tender documents

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

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

Please see tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

9 December 2024

Local time

12:00pm

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

English

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

Please see tender documents

VI.4) Procedures for review

VI.4.1) Review body

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

Procurement.team@ltn.aero

Country

United Kingdom

Internet address

<https://in-tendhost.co.uk/llaol>

VI.4.2) Body responsible for mediation procedures

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

Procurement.team@ltn.aero

Country

United Kingdom

Internet address

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