

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/036366-2022>

Contract

## **Digital Marketing and Media Buying**

University of Bristol

F03: Contract award notice

Notice identifier: 2022/S 000-036366

Procurement identifier (OCID): ocds-h6vhtk-032a21

Published 22 December 2022, 12:24pm

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

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

University of Bristol

4th Floor, Augustine's Courtyard, Orchard Lane

Bristol

BS1 5DS

#### **Email**

[procurement-office@bristol.ac.uk](mailto:procurement-office@bristol.ac.uk)

#### **Telephone**

+44 01179289000

#### **Country**

United Kingdom

#### **Region code**

UKK11 - Bristol, City of

**Internet address(es)**

Main address

<http://www.bristol.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**

Digital Marketing and Media Buying

Reference number

Mar-2201-005-PC\_2099

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Third party digital marketing and media buying services

**II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £3,600,000

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UKK11 - Bristol, City of

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

Provision of Digital Marketing and Digital Media Buying services to provide services to meet our current and fast moving requirements and complement and support existing in-house resource. This service includes (but not be limited to) planning advice, media buying, creative services, campaign delivery and reporting.

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

Cost criterion - Name: Cost / Weighting: 30%

Cost criterion - Name: Technical / Weighting: 70%

### **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

---

## **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: [2022/S 000-009094](#)

---

## **Section V. Award of contract**

### **Contract No**

Mar-2201-005-PC\_2099

### **Title**

Digital Marketing and Media Buying

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

16 November 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 12

Number of tenders received by electronic means: 12

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

**V.2.3) Name and address of the contractor**

HYBRID NEWS LIMITED

46-48 Queen Charlotte Street

Bristol

BS1 4HX

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

06993551

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £3,600,000

Total value of the contract/lot: £3,600,000

---

## **Section VI. Complementary information**

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

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

University of Bristol

Bristol

Country

United Kingdom