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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

Telephone

+44 01179289000

Country

United Kingdom

Region code

UKK11 - Bristol, City of

Internet address(es)

Main address

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