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Tender

## **3872.PS.LWM.23 Advertising - Media Planning and Buying**

University of Sheffield

F02: Contract notice

Notice identifier: 2023/S 000-036759

Procurement identifier (OCID): ocids-h6vhtk-042587

Published 14 December 2023, 11:08am

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

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

University of Sheffield

Procurement Office, Arts Tower, Western Bank

Sheffield

S10 2TN

#### **Contact**

Lee Marsden

#### **Email**

[l.w.marsden@sheffield.ac.uk](mailto:l.w.marsden@sheffield.ac.uk)

#### **Telephone**

+44 1142224206

#### **Country**

United Kingdom

**NUTS code**

UKE32 - Sheffield

**Internet address(es)**

Main address

[www.in-tendhost.co.uk/sheffield](http://www.in-tendhost.co.uk/sheffield)

**I.3) Communication**

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

[www.in-tendhost.co.uk/sheffield](http://www.in-tendhost.co.uk/sheffield)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.in-tendhost.co.uk/sheffield](http://www.in-tendhost.co.uk/sheffield)

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[www.in-tendhost.co.uk/sheffield](http://www.in-tendhost.co.uk/sheffield)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

3872.PS.LWM.23 Advertising - Media Planning and Buying

Reference number

3872.PS.LWM.23

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

- 79340000 - Advertising and marketing services

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

Services

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

The University of Sheffield would like to work with a single innovative and insight-led media planning and buying agency to advertise the University to our diverse range of audiences. This includes but is not limited to: 1. UK Student Recruitment (undergraduate and postgraduate) 2. International student recruitment 3. Policymakers and funders, Global academics (professors and lecturers), Business leaders and employers 4. Apprenticeships targeting 16-18 year olds and employers The successful agency should have experience and expertise in effectively targeting the above audiences through the following channels: 1. Social media advertising 2. Paid search advertising 3. Mobile advertising 4. Display advertising 5. Podcast advertising 6. TV advertising 7. Cinema advertising 8. VOD advertising 9. Audio advertising 10. In-game advertising 11. Print advertising 12. Out of home advertising 13. Any new or relevant platforms to target our audience appropriately

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

Value excluding VAT: £2,800,000

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

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKE32 - Sheffield

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

The University of Sheffield would like to work with a single innovative and insight-led media planning and buying agency to advertise the University to our diverse range of audiences. This includes but is not limited to:

1. UK Student Recruitment (undergraduate and postgraduate)
2. International student recruitment
3. Policymakers and funders, Global academics (professors and lecturers), Business leaders and employers
4. Apprenticeships targeting 16-18 year olds and employers

The successful agency should have experience and expertise in effectively targeting the above audiences through the following channels:

1. Social media advertising
2. Paid search advertising
3. Mobile advertising
4. Display advertising
5. Podcast advertising
6. TV advertising
7. Cinema advertising
8. VOD advertising
9. Audio advertising
10. In-game advertising
11. Print advertising
12. Out of home advertising
13. Any new or relevant platforms to target our audience appropriately

The full technical specification can be found in the SQ and ITT documentation which will be available after you have expressed your interest on In-Tend. Tender Process and Documentation: This is an FTS Restricted tender exercise. The SQ and ITT can be downloaded by registering and expressing your interest on the University's e-tendering system <https://in-tendhost.co.uk/Sheffield> If you have any questions or comments in relation to this tender, they must be submitted via the In-tend System. Your tender response must also be submitted through InTend to arrive by the date and time specified. Late tenders will not be considered.

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

Quality criterion - Name: Quality / Weighting: 80%

Price - Weighting: 20%

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

Value excluding VAT: £2,800,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Optional extension of +1 +1 years.

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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

24 January 2024

Local time

12:00pm

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

English

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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.4) Procedures for review**

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

High Court of England, Wales and Northern Ireland

London

Country

United Kingdom