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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

Telephone

+44 1142224206

Country

United Kingdom

NUTS code

UKE32 - Sheffield

Internet address(es)

Main address

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

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

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

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

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 extention 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

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

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