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Contract

## **RB737 Media Buying Framework**

Leeds Beckett University

F03: Contract award notice

Notice identifier: 2024/S 000-038954

Procurement identifier (OCID): ocds-h6vhtk-046e92

Published 3 December 2024, 4:05pm

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

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

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

#### **Contact**

Sarah Beckett

#### **Email**

[s.e.beckett@leedsbeckett.ac.uk](mailto:s.e.beckett@leedsbeckett.ac.uk)

#### **Telephone**

+44 1138123841

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**Internet address(es)**

Main address

[www.leedsbeckett.ac.uk](http://www.leedsbeckett.ac.uk)

**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**

RB737 Media Buying Framework

Reference number

RB737

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Leeds Beckett University are looking for suppliers that can provide Media Buying both nationally and internationally.

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

This contract is divided into lots: Yes

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

Value excluding VAT: £630,000

## **II.2) Description**

### **II.2.1) Title**

UK Media Buying

Lot No

1

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

- 79342000 - Marketing services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

- Strategic Planning and Research: Develop comprehensive media strategies that align with the university's goals, ensuring maximum reach and impact.
- Media Buying and Negotiation: Procure advertising space across various channels (digital, print, outdoor, social media, etc.) at the best rates through effective negotiation with media suppliers. Channels include, but are not limited to, Google Search, Meta, TikTok, GDN, YouTube and Snapchat)
- Campaign Management: Oversee the execution of campaigns.
- Performance Tracking and Reporting: Provide detailed analytics and reports on campaign performance, including metrics such as impressions, engagement, conversion

rates, and ROI, with access to live dashboards for real-time monitoring.

- Budget Management:** Efficiently allocate and manage the university's media budget, ensuring cost-effectiveness and optimal resource utilisation.
- Media Strategy Optimisation:** Continuously assess and refine media strategies based on performance data and market trends to improve future campaign outcomes.
- Innovative Solutions:** Stay updated with the latest media trends and technologies to offer innovative advertising solutions that can enhance the university's visibility and engagement.

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

Price

### **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**

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/Z2CA68C894>

## **II.2) Description**

### **II.2.1) Title**

International Media Buying

Lot No

2

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

- 79342000 - Marketing services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

- Strategic Planning and Research: Develop comprehensive media strategies that align with the university's goals, ensuring maximum reach and impact.
- Media Buying and Negotiation: Procure advertising space across various channels (digital, print, outdoor, social media, etc.) at the best rates through effective negotiation with media suppliers.
- Campaign Management: Oversee the execution of campaigns.
- Performance Tracking and Reporting: Provide detailed analytics and reports on campaign performance, including metrics such as impressions, engagement, conversion rates, and ROI, with access to live dashboards for real-time monitoring.
- Budget Management: Efficiently allocate and manage the university's media budget, ensuring cost-effectiveness and optimal resource utilisation.
- Media Strategy Optimisation: Continuously assess and refine media strategies based on performance data and market trends to improve future campaign outcomes.
- Innovative Solutions: Stay updated with the latest media trends and technologies to offer innovative advertising solutions that can enhance the university's visibility and engagement.

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

Price

#### **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: [2024/S 000-017832](#)

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

### **Lot No**

1

### **Title**

RB737 Media Buying Framework

A contract/lot is awarded: Yes

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

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

2 December 2024

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

Number of tenders received: 12

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 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**

Education Cubed

30-31 Devonshire Place

Brighton

BN2 1QB

Email

[tenders@educationcubed.com](mailto:tenders@educationcubed.com)

Telephone

+44 1273443577

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

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: £630,000

Total value of the contract/lot: £630,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=907188745>

GO Reference: GO-2024123-PRO-28746440

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

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

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

Telephone

+44 1138124634

Country

United Kingdom