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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

Telephone

+44 1138123841

Country

United Kingdom

Region code

UKE42 - Leeds

Internet address(es)

Main address

www.leedsbeckett.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

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-esourcing.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](#)

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

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

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

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