



## Tender for Digital Advertising Services for the University of London Contract & Tender Overview

### 1.0 Overview

The University of London is looking for an experienced and suitably qualified Supplier to provide Digital Advertising Services. The Contract will be awarded by a competitive tender, for a 2 year term with the option to extend on an annual basis up to a maximum of two years (i.e. 2+1+1), subject to satisfactory performance and at the discretion of the University. This document provides Suppliers with further information about the University, the Contract and tendering process.

### 2.0 The University of London

The University of London has been a pioneering force in higher education from its inception in 1836. As a federal University, teaching is carried out by the 17 Colleges and Institutes of which the University. There are over 120,000 students, studying over 3,700 courses on campus in London at these Colleges and Institutes. In addition, there are around 50,000 students studying by online and distance learning in 180 countries for a University of London degree, with the University of London Worldwide. Additional information about the University can be found at [www.london.ac.uk](http://www.london.ac.uk).

### 3.0 The University of London Worldwide

The University of London Worldwide is part of the central University of London. It delivers high quality undergraduate and postgraduate degrees by online and distance learning on behalf of the [member institutions](#) of the University (e.g. UCL, Kings etc.). The majority of our students are outside the UK, studying at postgraduate level online, and at undergraduate level, usually attending a recognized local teaching center. The University of London Worldwide has ambitious plans to grow its business, continuing to add to its portfolio of online and distance learning programmes. The University is now looking for a digital advertising specialist to advise and implement effective digital marketing strategies that deliver ROI.

Although the Worldwide Department will be the largest client within the University, the Services will be available to all Departments and Institutions. The Supplier must be able to deliver to multiple University stakeholders as required, such as the [School of Advanced Study](#), the [University of London Institute in Paris](#), [University of London Venues](#) and the Accommodation Team.

### 4.0 Key Facts

Contract Title:	Digital Advertising Service for the University of London
Contract Term:	2 years or 24 months
Extension(s):	The option to extend on an annual basis up to a maximum of two years (i.e. 2+1+1)
Estimated Aggregate Value*:	£2,200,000 (Year 1: £1,100,000 Year 2: £1,100,000)

*\*The Estimated Aggregate Value cannot be guaranteed.*

*These figures are based on previous expenditure and are expected to be similar.*

### 5.0 Contract Overview

The Contract that will be awarded is for Digital Advertising Services to be delivered on behalf of the University of London. The University is looking for an agency that will transform its current global digital advertising acquisition campaigns to meet or exceed student recruitment targets. Tracking and attribution expertise will be key and the successful agency will be required to track the student journey from the first touch point to course registration and payment, reporting on return on investment against programme level budgets. There may also be campaign requirements from other Departments that are not student recruitment focused, such as marketing of University accommodation and venues. Transparency around fees and spend is key to ensure budgets are effectively tracked and deliver value for money.

Campaigns vary in scale covering large, flagship courses and smaller, niche courses. The successful agency will use a data driven approach to campaigns, building on success and continually optimising to improve results. The successful bidder will work closely with a dedicated contact in our data team to ensure tracking is functioning and up to date.

These Services will promote new and existing online courses globally and in the following key service areas:

- Consultancy: Campaign Strategy, Planning & Research
- Campaign Management & Delivery
- Tracking
- Budget Management & Reporting

## 6.0 Tender Overview

The University of London will award a Contract for Digital Advertising Services, on behalf of the University of London. One Supplier will be awarded the Contract by competitive tender and for the two year term of the Contract they will become the University of London's preferred Supplier. Suppliers should ensure that they are familiar with the content of and the extent and nature of the obligations as detailed in all documents before making a submission.

The tender will be conducted in two stages:

1. **PQQ Stage** – The first stage is Supplier selection, where businesses who are interested in bidding for this Contract complete a Prequalification Questionnaire or "PQQ" to assess their capability, knowledge and skill for delivering the Services. The PQQs will be evaluated and scored and the highest scoring 5-8 Suppliers will be invited to tender.
2. **ITT / Tender Stage** – The second stage is the tendering stage, where suppliers review the Contract Specification, Contractual Terms and Form of Tender. Suppliers respond in a Tender Response Document, detailing how they will deliver the Services for the University. Suppliers will also need to complete a Pricing Document indicating the prices they will charge for the Services, which will remain static throughout the duration of the contract term.
3. **Discretionary Interview & Demonstration** – The 1-5 highest scoring Suppliers may be required to attend the University premises at Senate House for a discretionary interview and/or demonstration session with stakeholders. This session can be used to make clarifications and for the Supplier to demonstrate any relevant capabilities, systems/technologies, etc. The session will not be scored, but if relevant, scores will be adjusted to reflect the clarifications etc.

<b>Tender Activity**</b>	<b>Intended Dates or Period**</b>
Overview, PQQ and Draft Specification published	26 February 2020
<b>Deadline for submission of PQQ queries</b>	<b>4 March 2020 by 12:00pm GMT</b>
<b>PQQ Submission Date</b>	<b>11 March 2020 by 12:00pm GMT</b>
PQQs Evaluations	12 - 25 March 2020
Shortlist Suppliers	25 March 2020
ITT sent to shortlisted Suppliers	25 March 2020
<b>Deadline for submission of ITT queries</b>	<b>8 April 2020 by 12:00pm GMT</b>
<b>Tender Submission Date</b>	<b>17 April 2020 by 12:00pm GMT</b>
Tender Evaluation Period	17 April – 1 May 2020
Discretionary Interviews & Demonstrations	4 – 7 May 2020
Scores Finalised following Interviews & Demonstrations	11 – 15 May 2020
Provisional Award issued	15 May 2020
Contract documents signed by both parties	29 May 2020
<b>Contract Effective Date &amp; Mobilisation Period</b>	<b>1 June – 10 July 2020</b>
Debriefing for unsuccessful Suppliers	2 – 4 June 2020
<b>Contract Commencement</b>	<b>11 July 2020</b>

Please see a list of key dates and activities in this tendering exercise:

\*\*Please note that activities, dates or periods are not fixed and may be amended as the tender progresses