

**The University of Chichester**

**Appendix 1 - ITT Declaration, Executive Summary & Tender Questions**

***Please complete all on this form:***

* **Part A - ITT LETTER AND DECLARATION**
* **Part B - EXECUTIVE SUMMARY**
* **Part C - TECHNICAL QUESTIONNAIRE**

* **Part D - Checklist - *At the end of this questionnaire is a checklist to ensure all relevant information is submitted.***

**Further Information**

Please adhere to the criteria and maintain the order of the information requested within **Part** **3.5 ‘Tender Response Format’ of the ITT document.**

**Bidders failing to supply the information requested in the tender document and any subsequent documentation relevant to the tender exercise are liable to be disqualified from the tender exercise.**

**Please refer to Part 4 ‘Submission Details and Evaluation Criteria’ within the ITT for details of the scoring and evaluation methodology.**

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# PART A – ITT LETTER AND FORM OF TENDER

Dear Bidders,

You are hereby invited to tender to become the University of Chichester’s Advertising and Media buying Agency as detailed in the Invitation to Tender, Specification, and all supporting documentation.

It is your responsibility to obtain at your own expense any additional information necessary for the preparation of your tender. You will also be responsible for any expenses incurred by you during the tendering process.

If your tender does not comply with all the requirements of this Invitation to Tender, it may not be considered.

The declaration included in this Invitation to Tender must be completed and submitted along with your tender.

Enquiries regarding this Invitation to Tender should be addressed via email to:

[Tenders@chi.ac.uk](mailto:Tenders@chi.ac.uk).

Please note that responses to any questions raised during the tendering period will be posted in a Q&A log available [here](https://help.chi.ac.uk/tenders).

Yours faithfully,

**University of Chichester**

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| **Bidders must insert the following background information:** | |
| **Bidder:**  **[Company Name]** |  |
| **Bidder Contact Details:**  **Name:**  **Position:**  **Telephone:**  **Email:** |  |

### Declaration

**To: The University of Chichester**

By signing and returning this Tender, I am/we are confirming that:

1. I/we have read the information provided in your Invitation to Tender. Subject to and upon the terms and conditions in the Contract, I/we offer to supply the services described in the further competition documents in such manner as may be required.
2. The prices quoted in the Tender are valid and applicable for the period until [dd Month yyyy] and I/we confirm that they may be accepted by you at any time before that date.
3. I/we agree to bear all costs incurred by me/us in connection with the preparation and submission of this further competition and to bear any further costs incurred by me/us prior to the award of any call-off contract.
4. I/we agree that any other terms or conditions or any general reservation which may be printed on any correspondence emanating from me/us in connection with this tender or with any agreement resulting from this tender, shall not be applicable to this tender.

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| For and on behalf of [company/individual’s name] **(‘the Bidder’)** |
| Signed:  Name:  Date: |
| Business Title: |

# PART B – EXECUTIVE SUMMARY

**Please complete this form**

(Maximum 750 words)

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| *[This summary is to include a description of your methods of service delivery should your tender be successful and should also demonstrate a clear understanding of University of Chichester’s requirements and demonstrate why your tender should be selected for shortlist.]* |

# PART C – QUESTIONNAIRE INSTRUCTIONS

**Please complete your answers on this form.**

Bidders are required to respond to each of the questions below, by inserting their response to the question within the box provided. Responses to questions should be succinct. Please note the maximum word count for each question. Any additional words will not be assessed.

* Whilst we would ask Bidders to keep additional attachments to a minimum, where deemed necessary Bidders may attach additional documentation in support of the response provided such as diagrams, certificates, or spreadsheets. Where included these should be clearly referenced within your answers. All supporting documentation should be referenced as ‘*Appendix 3B – Additional Information.’*

### FINANCIAL SCORING SYSTEM

**The Financial response carries an overall weighting of 20%.**

The Financial scenarios for your costs element of your proposal are available in Appendix 2.

**Answers must be completed on the form Appendix 2.**

### TECHNICAL QUESTIONNAIRE SCORING SYSTEM

**The Quality (Technical Questionnaire) response carries an overall weighting of 80%.**

The Quality response will be evaluated independently of the financial response to this tender.

**Answers must be completed on this form, with supporting documentation that should be referenced as ‘*Appendix 3B – Additional Information*.’**

Full instructions for completing the Quality (Technical) questions can be found in Section 3.5 ‘Tender Response Format’ of the Stage 2 ITT.

### PRESENTATION (SHORTLISTED SUPPLIERS ONLY)

**The top 2-5 scoring suppliers** will begiven the opportunity to attend a presentation with the University of Chichester, on **Monday 20th January 2025.** **This is to substantiate and elaborate upon the tender submission.**

**The tender presentation carries an overall weighting of 100%** as all questionnaire points will be rescored after the presentation stage – scoring will be the same as the given percentages in the assessment criteria (Stage 1 – Selection Questionnaire)

### TENDER CLARIFICATION & MODERATION MEETING SCORING SYSTEM

All question marks will be awarded according to the scoring system detailed within **Section 4 ‘Submission Details and Evaluation Criteria’** within the ITT document.

## QUALITY QUESTIONNAIRE

### Technical Questionnaire (80% Overall)

**The Bidders are required to complete their Quality (Technical) responses in the format and order listed below. Please note the maximum word count for each question. Any additional words will not be assessed.**

**Company History and information (for information only: not scored)**

Provide a description of your company including a brief history, where you are headquartered and the number of years your company has been in the business and key operational values. Include any synergies between your company and University of Chichester.

**Response: (MAXIMUM WORD COUNT = 500)**

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| ***(i) Company History & Trading Years:***  ***(ii) Headquarters’ Location:***  ***(iii) Regional Offices Responsible for This Contract Location/s:***  ***(iv) Key Operational Values*** |

#### Section 1 – Organisational experience and capability (Weighting 40%)

##### Q1 Industry knowledge

1. Can you outline your experience and knowledge with research and sector trends in the following areas:
   1. Audience insights
   2. New channels or third-party packages
   3. Campaign benchmarking
   4. Competitor analysis
   5. Customer journeys
2. Can you outline how you create a strategic campaign plan, in the following areas?
   1. Audiences and targeting
   2. Channel mix
   3. Benchmarking and forecasted performance (impression, click, spend KPIs)
3. What is your experience and knowledge in performance and analytics?
   1. Google Analytics
   2. Google Tag Manager
   3. Attribution modelling
   4. Live dashboard reporting and benchmarking against KPIs and competitors
   5. Campaign reporting
4. What resources do you have access to in order to determine trends (for example, an increase or decline in interest for certain courses or changes in postgraduate audience behaviour) in the market?
5. How do you share those insights?
6. How do you stay on top of emerging channels and changes to existing ones?

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##### Q2 Relationships with Partners and Third Parties

1. Please outline your relationships with partners and third parties. This includes, Meta, Google, TikTok, UCAS, IDP etc. How do you maintain strong links?
2. Can you outline your experience in Media Buying? How do you determine the VFM in third-parties packages and offerings?
3. What procedure do you have in place if there are issues with any activity booked with third-party suppliers?

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##### Q3 Adherence with Data Protection Legislation

1. What procedures do you have in place to ensure adherence with data protection legislation.
2. How do you maintain understanding and insight on emerging changes and the impact on advertising via partners and third-party suppliers?

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#### Section 2 – Technical and Professional Capability (Weighting 40%)

##### Q1 Demonstration of skills, tools and organisation to deliver service required

1. 1. What format do you present the campaign plans (confirming the channels, the audience, the running times, the KPI metrics and budgeted spend).
   2. How do you supply asset lists and their specifications?
   3. How long do you allow to build the campaigns once assets have been received?
   4. When executing the build, are there checks before we receive any proofs?
   5. How do you ensure the campaigns are tracked once users come onto site after clicking through on our advertising?
   6. How long do you allow for review and amends?
   7. Once live, how do you monitor and optimise campaigns?
   8. What reporting do you provide once the campaigns have finished? What are timeframes before we receive them?
2. We’d prefer any adverts built in Google, Meta, TikTok etc to be created and managed within our own accounts, enabling us access to data and real-time results, improve our bidding in campaigns and audience data. (If this isn’t possible, we’d like this outlined along with reasoning and benefits to an in- agency approach)

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##### Q2 AI Strategy

1. Please can you tell us more about your AI Strategy – how you will use, utilise but also monitor new AI advancements
2. How are you notified about changes to AI strategies in partner advertisers? How would you explain the benefit or challenges for us (for example, spark ads release meant more targeting capabilities and boost for organic content)

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##### Q3 Business Continuity

1. Please explain what procedures you have in place for instances such as system, server or software failure.
2. What are your response times to important and critical issues or queries related to a campaign?
3. Please can you outline the procedure for correcting issues on live campaigns.
4. What our your business hours?

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##### Q4 Team Profile Structure

1. Please outline your internal team structure that would support in our account. Please include any members that would work directly with us and behind the scenes.
2. Who would be the account manager or direct contacts on our account? Please can you outline their experience and knowledge in the sector and how long they have been at the company?
3. Is any of your day to day operation based overseas? If yes, what operations and what hours in relation to GMT do they operate?

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### PART D - CHECKLIST

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| **Checklist of supplementary information provided by Bidder as part of response** | |
| **Technical Response, Declaration, Form of Tender completed and signed?** | Y/N |
| **Executive Summary completed?** | Y/N |
| **Questionnaire Responses - All questions answered with supporting documentation as required?** | Y/N |
| **Appendix 2 – Financial Scenarios** | Y/N |
| **Appendix 3a - Proposed KPI’s** | Y/N |
| **Appendix 3b - Additional Information** | Y/N |