

## Servicii de proiectare grafică

I.D.: 6520556

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Data publicarii	27.05.15	Coduri CPV	79822500 22100000
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Descriere: We are looking to establish a Framework of creative agency partners to help support the delivery of on-brand communications that bring cohesion across the University's complex structure; clearly communicates its cores values and unique proposition; and successfully engages key internal and external stakeholders. Our aim is to produce market-leading communications informed by best practice from within and outside the higher education sector. The appointed agencies will be required to work closely with both the Corporate Communications and Student Marketing teams within the University; but also Faculties, Schools, Research Institutes and other centralised Departments. We anticipate that the Framework will include a range of creative agencies of varying size and specialism to ensure that there is adequate expertise and resource available to the University for diverse projects, many of which will run concurrently. Scope of the Contract The brand development project sits under a separate contract. Whilst the exact timescales for its roll-out are not yet fixed, it is anticipated that all agencies appointed to this Framework will be fully briefed on the new brand outputs and will be provided with the brand toolkit and guidelines in advance of working on any live briefs. This Framework will be used for the provision of a diverse range of creative, marketing and design services to the University of Ulster. Advertising and media buying services are contracted separately. The estimated annual value, excluding VAT, of this contract is in the range of 700 000 GBP. The Framework is divided into 2 Lots, as follows: LOT 1 — Creative Design Services (Print) (estimated annual value 600 000 GBP ex VAT) LOT 2 — Creative Design Services (Digital) (estimated annual value 100 000 GBP ex VAT) Each Lot will be managed as a discrete procurement competition and therefore Economic Operators can apply to Lot 1, Lot 2 or both Lot 1 and Lot 2. This application is fully electronic i.e. the application, download and submission of the PQQP is exclusively on-line via the BravoSolution eSourcing NI electronic tendering website. The complete PQQP must be submitted fully completed as follows:— One electronic submission in Locked Word Format (with supporting attachments in PDF format, as required) through the eSourcing NI e-Tendering web portal: [https://e-sourcing.bravosolution.co.uk/web/login.shtmlproject\\_17507,pqq\\_2997](https://e-sourcing.bravosolution.co.uk/web/login.shtmlproject_17507,pqq_2997) - Creative Design Services (Print)/Creative Design (Digital) Services Framework Agreement.

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