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CODE OF TECHNICAL PRESCRIPTIONS GOVERNING THE FRAMEWORK AGREEMENT FOR THE PROVISION OF ADVISORY SERVICES, PLANNING, NEGOTIATION AND INSERTION OF ADVERTISING AND CONTENT IN THE MEDIA OF ROVIRA AND VIRGILI UNIVERSITY AND THE URV FOUNDATION.

1. Object of the contract

The object of this contract is the contracting of advisory services, planning, negotiation and insertion of offline and online advertising, and content in the media for the branding and promotion campaigns of the Rovira i Virgili University (of henceforth, URV) and the URV Foundation (henceforth FURV).

The purpose is to establish maximum unit prices and discounts on minimum rates for the various spaces in the media and supports detailed in the economic offer model established in the Plec de particular administrative clauses, as well as the setting of the maximum agency commission applicable for all the duration of the contract.

The main campaigns that the URV and the FURV run are the following:

- Open Days campaign
- Generic campaign for URV degrees
- Generic campaign for URV and FURV masters and postgraduates
- Specific campaigns for bachelor's degrees, master's degrees, postgraduate doctorates and services from the URV and the FURV
- Specific campaign of the URV Alumni Program

The company awarded the service is responsible for planning, purchasing advertising space in the various media and monitoring the URV and FURV campaigns.

1.1 Monitoring of campaigns

Due to the nature of advertising in social networks, SEM and programmatic, the awarded company will keep the Communication and Marketing Office (from now on. GCM) of the URV and the Department of Communication and Marketing (of henceforth, DCM) of the FURV through the mechanisms they will jointly define.

The awarded company will update the shared information at least once a week and will contain, at a minimum, the following aspects for each campaign:

- Support and format
- Impressions
- Clicks
- Clicks to landing page
- Budget per campaign
- Amount spent
- CPL

Image:



- CPM
- CPC
- CTR

CPV: 79341200-8 Advertising management services

2. Description of services

The services that will be carried out by the awarded company are the following:

- **Strategic advice:** strategic media recommendation based on the analyzes of the target audiences and the product, according to the objectives defined by the GCM or the DCM, in their briefings.
- **Media planning:** combination of media and supports recommended to achieve the objectives defined by the GCM or the DCM in their briefings.

By media we mean print media, digital media, television, radio and outdoor media.

We understand by support each of the spaces that make up the media: the various headers in the printed media, the various platforms, websites or social networks in the digital medium, the various television and radio channels, the various pieces of the external media (such as fences, buses, opis, etc.).

The recommended combination must be justified through qualitative and quantitative criteria, such as estimated reach data (audience, coverage, affinity and other metrics) through the sources of audience estimation required by the contract and detailed in point 3.2 "Sources of basic information" of this specification or, in the event that you do not have any, through your own studies or the same media and supports.

- **Negotiation of prices and conditions of advertising spaces:** the winning company must negotiate the best prices/discounts, in relation to market prices and, in any case, apply at least the discounts, or at most the prices detailed in the economic offer of the administrative package both in offline spaces, special actions or content insertion, with the means and supports of the campaigns carried out by the URV or the FURV.
- **Hiring and management of advertising spaces:** on the one hand, the hiring of advertising spaces for each campaign, both offline and online, once approved by the GCM of the URV or the DCM of the FURV. On the other hand, the management of the delivery of the necessary material for the inserts, technical specifications, specification of delivery dates, labeling and activation.

In social media advertising, the GCM of the URV or the DCM of the FURV will detail the segmentation of the target audiences to the awarded company so that the awarded company will be responsible for programming the advertising campaigns on the platforms according to the indications of the URV or the FURV.

In advertising to search engines, the GCM of the URV or the DCM of the FURV will study the keywords, segmentation criteria and objective of each campaign. The awarded company will be responsible for programming the advertising campaigns on the corresponding platforms according to the instructions of the URV or the FURV.

- **Monitoring, optimization and control of advertising spaces:** continuous and periodic monitoring must be carried out (depending on the media and the duration of the campaign) in order to react to any incident, improvement or change, working in collaboration with the GCM of the URV or the DCM of the FURV, who may request changes eventually motivated by the evolution of the results (metrics and conversion).

Periodically and depending on the campaign, the awarded company must report the results of the investments made in offline and online media to verify the correct execution (location, quality and improvement proposals) of each of the actions.

Specifically in the case of social ads and paid media actions, the awarded company must report with a minimum weekly frequency, the results of the investments in these media to verify their correct execution according to the objectives of each action: location, insertion quality and results (impressions, leads, clicks, landing page clicks), performance (CPC, CPM, CPL) and suggestions for improvement.

The format of the reports will be agreed with the GCM of the URV and the DCM of the FURV at the beginning of the contract.

- **Campaign closure:** presentation of the closure document for each campaign that includes the details of the advertising insertions as they were published, including the possible changes produced during it, the most relevant metrics and the amounts invested. This report will be delivered within 15 days from the end of the campaign.
- **Monthly report:** the monthly report will include the billing for the month due, breaking down the investment by campaign, media and supports, providing the annual cumulative.
- **Branded content and influencer management:** in cases where the integration of content and space is very important for the effectiveness of the action, the awarded company may carry out comprehensive actions of branded content or influencer management, at the discretion of the URV and with a prior briefing.
- **Creatives for social ads and paid media:** based on graphic material, texts and instructions from the GCM of the URV or the DCM of the FURV, set up the creatives for the campaigns of the different platforms that are commissioned.

3. Conditions of execution

3.1. Minimum technical equipment required

The awarded company, for the execution of the contract, must attach to this contract, a team with a higher degree related to the subject of the contract and accredited experience in the subject of the contract, made up of:

- A senior media planner with a minimum of six years experience of previous experience in multimedia planning.
- A specialist in traffic and paid media strategies, with a minimum of four years of experience in planning and executing social ads and paid media campaigns.

Together, the team will have to demonstrate experience in online media including search engine positioning strategies, optimization to increase conversion in



social networks and platforms, the marketing of results, the management of influencers and micro-influencers and the rest of the fields within digital advertising.

The experience must be proven by means of the curriculum vitae of the appointed professionals, which will detail the following information: academic qualifications, the position you currently hold, the years of experience, the company(ies) where you have worked and the most relevant clients for whom he/she has worked.

The team, planner and specialist in social ads and paid media, will be the direct interlocutor with the GCM of the URV, the DC of the FURV, and whoever coordinates other potential professionals of the awarded company.

3.2. Basic information sources of the sector required by the contract

The awarded company must have contracted the sources of information necessary to develop the service of planning, monitoring and control of the campaigns.

4. Obligations of the contractor

The winning company, during the duration of the contract, has the obligation to apply at least the discounts and at most the prices presented in the economic offer, without prejudice to being able to improve them. They will also have the obligation to apply seasonal discounts or reductions in rates or prices of the different supports whenever it is economically more advantageous.

5. Service management and deadlines

The competence to entrust the services lies centrally in the GCM of the URV and the DCM of the FURV, who, as management units, will make all the orders for the provision of services derived from this contract, the campaigns of the URV or of the FURV, respectively.

Requests will preferably be made by email with the necessary data or by attaching specific briefings.

The awarded company will send the planning and other terms required in the order, via email, within the maximum general term of 5 working days from the receipt of the email of the order sent, except in cases where a shorter or longer term is specified. In the case of official announcements and urgent announcements, the deadline could be less than 24 hours.

At the same time, a virtual space will be established in an agreed manner where the documentation related to the contract will be shared (briefings, planning, minimum monthly monitoring of the campaigns, closing reports).

The GCM of the URV or the DCM of the FURV will be the ones who will approve the campaigns, making the amendments that are considered in order to adapt them to the needs of communication.

The winning company will contract the advertising spaces, offline and online, for each approved campaign, and will manage the delivery of the necessary material for the execution of the corresponding actions.

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The imputation of the expenditure will be decentralized. The awarded company must invoice the expenditure derived from the services to the URV or the FURV, depending on the advertiser on whose behalf the order was made.

6. Forms of mediation

In accordance with this specification, the URV and the FURV may contract the insertion of advertising through the company awarded the present procedure, who will invoice the cost of the support plus the corresponding agency commission, according to the maximum prices or discounts minimums of the economic offer presented.

The URV and the FURV reserve the right to negotiate and contract directly the services that are the subject of this contract with certain supports, exceptionally. Some cases of these exceptional intermediations can be specific sectoral support, spaces for the promotion of posts of community managers, sponsorships, insertions subsidized by national or international entities or collaborations with other agents of the education sector inside or outside Spain. In cases of direct mediation, the awarded company will not have the right to receive the agency commission on this.

7. Preparation of invoices

7.1. Concepts: in the invoices for the services provided, the following must be specified concepts: •

File reference and/or advertising order and the name of the action or campaign. • Medium and support where the advertisement/content has been inserted with the date of appearance of the insertion/insertions.

• Format of the insert/inserts.

• Gross price according to current support rate. •

Discount applied according to the offer presented and result of applying the discount. • Agency commission offered in the tender and result of applying this commission. • Current VAT and result of applying VAT.

7.2. Supporting documents: the awarded company has the obligation to provide the supporting documents it has at its disposal, either from contracted market sources or from the media's own accreditations, or from external servers, as proof of the insertions brought to term in the different media and supports.

Mercè Ribé, Head of the URV's Communication and Marketing Office



ANNEX 1

BRIEFING OPEN DOORS CAMPAIGN

1. Rovira i Virgili University

The Rovira i Virgili University, URV, is a public institution of higher education that aims to achieve a high level of quality in the fields of study and teaching, research and university extension, assistance to members of the university community and management.

The URV currently has 12 centers distributed in seven locations: Campus Catalunya in Tarragona, Campus Sescelades in Tarragona, Campus Bellissens in Reus, Campus Vila-seca, Campus Terres de l'Ebre in Tortosa, Seu de Baix Penedès in El Vendrell and Seu from Vilafranca del Penedès.

Around 3,200 new entry places and 58 degrees are offered at the URV (2023-24 academic year). Every year practically all places are filled between July and September enrollment. And in addition, the trend is one of growth (7.64% more this year vs. the previous year) motivated by demographic issues. The offer is renewed year after year and there is a clear objective to also grow in the number of students, always subject to the economic situation given that it is a Public University

Open Days (JPO)

The open days (JPO) organized by the universities are a key element for young people when it comes to obtaining information about the degrees they want to choose for university pre-registration and comparing universities.

The JPOs are an opportunity for a meeting point between, on the one hand, young people who are looking for university guidance and the families who accompany them on the path of choice and, on the other hand, the University that wants to guide young people and attract them for their training.

Young people who are in their second year of high school are interested in learning about the offer, study plans, grades, career opportunities, internships at companies, stays abroad, scholarships, etc. such as everything surrounding undergraduate studies, university life (campus life, student facilities and services, sports and leisure activities, volunteering and student associations). For this reason, the JPO is the moment when young people leave with a clear idea of the studies and services they will enjoy in the future as students. At the same time, it is the opportunity for families to learn about the quality of the university and entrust their children's education to it.

Annually the URV carries out between 2 JPOs, between the months of February and April. In 2024, the URV has organized two sessions: the afternoon of February 24 (Saturday morning) and April 19 (Friday afternoon).

Future students who wish to attend the JPOs must register beforehand on the website: www.urv.cat/portesobertes. On the same day of each session, a last-minute electronic registration is enabled.

The URV JPOs are organized by center and each day consists of two shifts so that future students can visit two centers with offers that interest them.



In 2023, 2 JPOs were organized: for the session on Friday, February 22, there were 1,180 registrations of which 71.27% attended; in the session on Saturday 19 April 1,667 registrations and the conversion to attendance was 56.8%.

75% of the attendees come from the province of Tarragona and 70% are new leads, people who register in the URV CRM for the first time in the JPO campaign.

In 2024, 2 JPOs have been organized: Saturday 24 February and 19 April.

2. Exercise

The objective is to propose the strategy and media planning of the URV Open Days campaign in accordance with the objectives specified below, together with the relevant reasoning, details and figures to understand the strategy and the reach of target audiences.

3. Campaign objectives

- Increase the number of people participating in the conference by 5%. Especially expanding the participation of participants from the geographical areas with growth potential: Lleida, Baix and Alt Penedès, El Garraf, Andorra, the Balearic Islands, the Aragonese Strip and the North of Castelló.
- Strengthen the URV's ability to attract future degree students through of the JPOs.
- Bring the URV, both the offer of degrees and the entire environment of the University, closer to young people and women their families

media goals

- Coverage and affinity: reach as many people as possible from the target audience, minimizing the impact outside of them.
- Uptake: get maximum registrations for JPOs.
- Interaction: facilitate as much as possible interaction with students and interaction between them, being able to easily share the message with their contacts.

Scope of the campaign

77% of the attendees are residents of the province of Tarragona and 34% are existing leads. The URV wants to impact both its own leads and generate new leads in the JPO campaign, through registration, both in the province of Tarragona and in the province of Barcelona, Lleida, Castelló, Valencia, Aragon, the Balearic Islands and Andorra.

4. Target audience

- 2nd year high school students, boys and girls aged 17 to 19.
- Students in the last year of Higher Education Cycles, boys and girls aged 19 to 21 years.
- Parents of future students (prescribers).

Campaign period

We await recommendation taking into account the dates proposed for this exercise: morning of February 24 and afternoon of April 19, 2024.

5. Media and formats

We expect recommendation taking into account objectives and audiences.

6. Budget



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7. Supply data

It is necessary to include all the necessary information to properly understand the campaign and its reach by estimating the results on target audiences and areas.



JPO 2024 poster