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Contract

The Provision of Marketing, Campaigns, and Media Buying Services

UNIVERSITY OF GLOUCESTERSHIRE

F03: Contract award notice

Notice identifier: 2026/S 000-000456

Procurement identifier (OCID): ocids-h6vhtk-035235

Published 5 January 2026, 4:39pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF GLOUCESTERSHIRE

Fullwood House, Park campus, The Park

Cheltenham

GL502RH

Contact

Natalie Morris

Email

nmorris3@glos.ac.uk

Country

United Kingdom

Region code

UKK13 - Gloucestershire

Companies House

06023243

Internet address(es)

Main address

www.glos.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

The Provision of Marketing, Campaigns, and Media Buying Services

Reference number

UOG/25/794/MSE

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Provision of UG Student Recruitment Marketing, Campaigns, and Media Buying Services for the University of Gloucestershire.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £1,500,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

II.2.4) Description of the procurement

University of Gloucestershire (UoG) is seeking to appoint an experienced and reputable supplier to provide marketing, communication and brand services for a 3-year period starting on 20 March 2026 and finishing on 19 March 2029. The University reserves the right to extend the contract agreement by a further year at its sole discretion.

The contract will be awarded based on Media planning, buying & execution for an annual undergraduate student recruitment campaign. This could be setup in the current format of the three separate core recruitment campaigns across the year (Apply, Open Days & Clearing) - up to £500,000 pa, including all media and management fees, or it could be a single annual or 18-month campaign that reflects the full recruitment cycle with multiple phases to encompass the different and changing actions we want our audience to make.

II.2.5) Award criteria

Quality criterion - Name: Quality/Technical / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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: [2022/S 000-019341](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Hybrid News Limited

Bristol

Country

United Kingdom

NUTS code

- UKK - South West (England)

Companies House

6993551

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: £1,500,000

Lowest offer: £1 / Highest offer: £1,500,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Gloucestershire

Cheltenham

Email

procurement@glos.ac.uk

Country

United Kingdom