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Tender

Marketing & Creative Services Framework.

ASTER GROUP LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001308

Procurement identifier (OCID): ocds-h6vhtk-05d915

Published 8 January 2026, 10:05am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Scope

Reference

CAS-01107-Y9J4K5

Description

It is the intention of Aster Group (also known as 'Aster Sales') to establish a framework agreement with suitably qualified specialist external agencies to help us deliver our shared ownership sales & marketing strategy with support on creative development, digital marketing and marketing automation delivery services to meet needs that cannot be met in-house by its own provision, or where additional knowledge and expertise is required.

The appointed agency (s) will lead on strategic creative direction and planning, campaign development, cross-platform asset creation, content optimisation and performance analysis.

The requirement IS split into four lots:

- Lot 1 – Digital marketing support
- Lot 2 – Creative support
- Lot 3 – Artworking
- Lot 4 - Development marketing automation delivery

Suppliers will be able to submit a response for either one or more lots.

Commercial tool

Establishes a framework

Total value (estimated)

- £2,963,682 excluding VAT
- £3,556,417 including VAT

Above the relevant threshold

Contract dates (estimated)

- 18 May 2026 to 17 May 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79300000 - Market and economic research; polling and statistics
-

Lot 1. Digital Marketing Support

Description

As part of the launch of our new housing developments across the UK we require digital marketing support to drive awareness, generate leads, and support occupancy targets. The aim is to drive qualified traffic and leads through digital channels and the Aster sales website, optimising for awareness, engagement and conversions across our shared ownership pages and developments pages. This lot focuses on performance-driven digital channels and content creation to reach prospective residents effectively.

Successful Supplier(s) will support Aster with:

- Paid Search (PPC) strategy, setup, and optimisation across platforms including Google Ads and Bing.
- SEO and GEO audits, covering both on-page and off-page optimisation, including:

- Creation of traffic and ranking reports across major search engines.
- Content strategy and creation, including blogs, landing pages, and guides.
- Paid social media advertising across Meta, TikTok, and LinkedIn.
- Programmatic display and retargeting campaigns.
- YouTube and video ad campaigns.
- Localised SEO to improve visibility for specific developments.
- Influencer and micro-influencer outreach.
- Monthly performance reporting and insights.
- Recommendations for emerging platforms and support with implementation.
- Recommendations for AI integration within our processes and help with implementation.

Lot value (estimated)

- £210,000 excluding VAT
- £252,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Creative Support

Description

As part of showcasing our existing stock and the launch of our new housing developments across the UK through a mix of affordable rent, shared ownership, and outright sale, our intention is appoint a supplier to support this, our inhouse creative services team to develop and deliver a compelling visual identity and campaign assets that resonate with our target audiences and reflect our brand values. The aim is to develop compelling, engaging and bold creative that resonates with our different target audiences and supports the full marketing funnel, from awareness to conversion, while also enhancing brand presence through events and community engagement.

Successful Supplier(s) will collaborate with Aster on the following:

- Concept development and delivery for new marketing campaigns.
- Creative direction and execution, including static, video, and motion assets.
- Print production for marketing materials.
- Brand storytelling and tone of voice development.
- Creative design for digital, brochures, print, out-of-home (OOH), hoardings, signage, and social media platforms.
- Video production and editing, including shared owner stories, virtual tours, and lifestyle content.
- Interactive content creation, such as quizzes, affordability tools, and calculators.
- Creative tailored for emerging platforms, including TikTok and Snapchat.
- Support with brand refresh or evolution, specifically for shared ownership.
- Recommendations for A/B testing and creative optimisation.
- Insights into audience engagement and creative performance.
- Recommendations for relevant events, awards, and community engagement opportunities.

Lot value (estimated)

- £280,000 excluding VAT

- £336,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Artworking

Description

To support development of creative assets for the launch of new developments and existing stock, Aster will require artworking support to adapt, resize, and amend existing creative assets and materials for use across multiple channels and formats, ensuring consistency and speed to market. This lot focuses on efficient, accurate delivery of artwork based on approved creative concepts.

The intention is to appoint a supplier to support us with:

- Amending and resizing existing creative assets for various formats and platforms.
- Creating editable templates for internal use (e.g. Canva).
- Supplying final artwork files in required formats for print and digital use.
- Ensuring accessibility compliance, including alt text, font contrast, and readability.
- Dynamic creative optimisation (DCO) for digital advertising.
- Versioning of creative assets tailored to different developments, audiences, and platforms.

Lot value (estimated)

- £140,000 excluding VAT
- £168,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 4. Development sales & marketing automation delivery

Description

To support the launch and sales process of our new housing developments and existing stock in specific locations across UK, we require marketing automation services to deliver timely, personalised communications throughout the customer journey from enquiry to reservation and completion, using marketing automation tools or via our current CRM system. This includes lead nurturing, application updates, and post-sale engagement using automated workflows and CRM integration.

Successful Supplier(s) will support Aster with:

- Customer journey reviews and mapping to identify opportunities for improvement and optimisation.
- Email campaign creation tailored for different platforms and audience segments.
- Personalised content delivery based on user behaviour and preferences.
- Lead segmentation to improve targeting and conversion.
- Monthly reporting on engagement and conversion metrics to inform future strategy.

Lot value (estimated)

- £70,000 excluding VAT
- £84,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

The Framework will be operated and managed by Aster Group for internal use

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Submission

Submission type

Requests to participate

Deadline for requests to participate

9 February 2026, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/aster/aspx/ProjectManage/626>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

20 April 2026

Recurring procurement

Publication date of next tender notice (estimated): 6 January 2030

Award criteria

| Name | Type | Weighting |
|--------------------------------|---------|-----------|
| Technical (Stage 1 Evaluation) | Quality | 70% |
| Cost (Stage 1 Evaluation) | Price | 30% |

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

2 stage Procedure involving Interview

Documents

Associated tender documents

<https://in-tendhost.co.uk/aster/aspx/ProjectManage/626>

Contracting authority

ASTER GROUP LIMITED

- Companies House: IP29573R

Sarson Court

Devizes

SN10 2AZ

United Kingdom

Contact name: Victor Ayaga

Email: aster.procurement@aster.co.uk

Website: <https://in-tendhost.co.uk/aster/aspx/Home>

Region: UKK15 - Wiltshire CC

Organisation type: Public authority - sub-central government

