

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001903-2024>

Planning

PS106 - BCU Brand Awareness Market Engagement

Birmingham City University

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-001903

Procurement identifier (OCID): ocds-h6vhtk-042e71

Published 19 January 2024, 12:07pm

Section I: Contracting authority

I.1) Name and addresses

Birmingham City University

Joseph Priestley Building, Cardigan Street

Birmingham

B4 7BD

Contact

Fatheha Begum

Email

fatheha.begum@bcu.ac.uk

Telephone

+44 1213317677

Country

United Kingdom

Region code

UKG31 - Birmingham

Internet address(es)

Main address

<https://www.bipsolutions.com>

Buyer's address

www.bcu.ac.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PS106 - BCU Brand Awareness Market Engagement

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. This is not a selection process or process that will result in an award. Information obtained as part of this exercise may inform requirements of a potential future procurement exercise.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

Birmingham

II.2.4) Description of the procurement

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. This is not a selection process or process that will result in an award. Information obtained as part of this exercise may inform requirements of a potential future procurement exercise.

II.3) Estimated date of publication of contract notice

19 January 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. Agenda: 10am – Welcome (tea and coffee) 10.15am – Presentation and Q&A - Joseph Devo and Nicola Vaughan 11-3pm – Bookable 15-minute sessions Location: STEAMhouse, Belmont Row, Birmingham B4 7RQ To confirm your place and book an individual session - please email creative.services@bcu.ac.uk. We can only accommodate two attendees per company.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Advertising-and-marketing-services./CNQXERWMK8>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/CNQXERWMK8>

GO Reference: GO-2024119-PRO-25007790