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Tender

## **SU19(26) Digital Marketing and Advertising in China**

Swansea University

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

Notice identifier: 2026/S 000-002346

Procurement identifier (OCID): ocds-h6vhtk-0603de

Published 12 January 2026, 3:16pm

### **Scope**

### **Reference**

SU19(26)

### **Description**

The University wishes to appoint an external Supplier to help manage university digital platforms in China throughout the year as well as ad hoc projects as they arise. The appointment requires the Supplier to use their expertise advising on upcoming opportunities, undertaking competitors' research and being able to produce detailed report on performance and to show return of investment.

The University produces a high volume of advertising materials throughout the year, and the appointed Supplier are required to provide fast turnaround and deliver multiple projects at key times during the academic year.

### **Total value (estimated)**

- £550,000 excluding VAT
- £660,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 June 2026 to 31 May 2029
- Possible extension to 31 May 2030
- 4 years

Description of possible extension:

Subject to satisfactory supplier performance and budget approval.

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UK - United Kingdom

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## **Submission**

## Enquiry deadline

23 January 2026, 2:00pm

## Tender submission deadline

12 February 2026, 2:00pm

## Submission address and any special instructions

<https://etenderwales.ukp.app.jaggaer.com/home.html>

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

9 March 2026

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## Award criteria

Name	Type	Weighting
Service Delivery	Quality	30.00%
Supplier Expertise & Suitability	Quality	25.00%

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<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Client / Agency Relationship & Quality Customer Support		25.00%
Price	Price	20.00%

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

### Justification for not publishing a preliminary market engagement notice

No pre market engagement carried out

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## Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: Rhian

Email: [r.nurse@swansea.ac.uk](mailto:r.nurse@swansea.ac.uk)

Website: <https://www.swansea.ac.uk>

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales