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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

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

Award criteria

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

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

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

No pre market engagement carried out

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

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales