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Contract

## **PURCON 969 Outreach Marketing Partner**

University of East Anglia

F03: Contract award notice

Notice identifier: 2022/S 000-002783

Procurement identifier (OCID): ocds-h6vhtk-030e15

Published 1 February 2022, 10:23am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

#### **Contact**

Sian Townshend

#### **Email**

[s.townshend@uea.ac.uk](mailto:s.townshend@uea.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH15 - Norwich and East Norfolk

**Internet address(es)**

Main address

<https://www.uea.ac.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

PURCON 969 Outreach Marketing Partner

Reference number

PURCON 969

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKH15 - Norwich and East Norfolk

Main site or place of performance

University of East Anglia

### **II.2.4) Description of the procurement**

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

2022/S 000-001916 (PURCON 969 Outreach Marketing Partner CANCELLED

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-001916](#)

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## **Section V. Award of contract**

### **Contract No**

PURCON 969

### **Title**

Outreach Marketing Partner

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

Country

United Kingdom