

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/003008-2024>

Planning

## **Digital Campaign Management**

The Cornwall College Group

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-003008

Procurement identifier (OCID): ocds-h6vhtk-043597

Published 30 January 2024, 10:01am

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

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

The Cornwall College Group

Camborne

#### **Contact**

Kerenza Townsend

#### **Email**

[Kerenza.townsend@cornwall.ac.uk](mailto:Kerenza.townsend@cornwall.ac.uk)

#### **Telephone**

+44 1209616393

#### **Country**

United Kingdom

#### **NUTS code**

UKK - South West (England)

**Internet address(es)**

Main address

[www.cornwall.ac.uk](http://www.cornwall.ac.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Education

---

**Section II: Object**

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

**II.1.1) Title**

Digital Campaign Management

**II.1.2) Main CPV code**

- 72000000 - IT services: consulting, software development, Internet and support

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Cornwall College Group (TCCG) wishes to appoint a company for the provision of Digital Campaign Management (PPC Google Search Ad Management & Paid Social Advertising Management) to provide us with a single supplier to meet our current and fast-moving requirements. This service will include (but not be limited to) planning advice, media buying, campaign delivery and reporting. Due to the nature of TCCG's business

we are looking for a single supplier with experience in the further and higher education and/or youth marketing sectors and experience in regional and national markets.

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

This contract is divided into lots: No

## **II.2) Description**

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

- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UKK - South West (England)

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

The Cornwall College Group (TCCG) wishes to appoint a company for the provision of Digital Campaign Management (PPC Google Search Ad Management & Paid Social Advertising Management) to provide us with a single supplier to meet our current and fast-moving requirements. This service will include (but not be limited to) planning advice, media buying, campaign delivery and reporting. Due to the nature of TCCG's business we are looking for a single supplier with experience in the further and higher education and/or youth marketing sectors and experience in regional and national markets.

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

The College's electronic tendering system will be used for this Tender. Registering your company on In-Tend Supplier Side <https://in-tendhost.co.uk/cornwall/asp/Home> • Overview of Portal • Intro to Project Summary Page/ Correspondence box Useful Contact Information: In-Tend Helpdesk 0845 5578079 email: [support@in-tend.co.uk](mailto:support@in-tend.co.uk)

## **II.3) Estimated date of publication of contract notice**

30 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: No

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

The College's electronic tendering system will be used for this Tender. Registering your company on In-Tend Supplier Side <https://in-tendhost.co.uk/cornwall.aspx/Home>• Overview of Portal• Intro to Project Summary Page/ Correspondence box Useful Contact Information: In-Tend Helpdesk 0845 5578079 email: [support@in-tend.co.uk](mailto:support@in-tend.co.uk)