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Planning

Digital Campaign Management

The Cornwall College Group

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-003008

Procurement identifier (OCID): ocids-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

Telephone

+44 1209616393

Country

United Kingdom

NUTS code

UKK - South West (England)

Internet address(es)

Main address

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.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

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

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