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

### **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

## **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 TenderRegistering your company on In-TendSupplier Side <a href="https://in-tendhost.co.uk/cornwall/aspx/Home">https://in-tendhost.co.uk/cornwall/aspx/Home</a>
Overview of Portal• Intro to Project Summary Page/ Correspondence boxUseful Contact Information: In-Tend Helpdesk 0845 5578079 email: <a href="mailto:support@in-tend.co.uk">support@in-tend.co.uk</a>

## 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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Overview of Portal Intro to Project Summary Page/ Correspondence boxUseful Contact Information: In-Tend Helpdesk 0845 5578079 email: <a href="mailto:support@in-tend.co.uk">support@in-tend.co.uk</a>