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Planning

## **Student Recruitment Marketing Agency Framework**

University of Exeter

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006280

Procurement identifier (OCID): ocids-h6vhtk-060d8f

Published 23 January 2026, 3:00pm

### **Scope**

### **Reference**

UOE/2026/101/JT

### **Description**

The University is looking to establish a multi-supplier Framework Agreement for marketing, media planning and buying, and campaign delivery services. The Framework will support brand and reputation activity, student recruitment (UG, PGT and where relevant B2B), international marketing, and the growth of online programmes. We are seeking a group of experienced suppliers who can provide strategic insight, high-quality campaign delivery, and access to specialist expertise across key domestic and international markets. Framework partners must demonstrate proven higher education experience, the ability to work collaboratively across complex stakeholder groups, and a commitment to transparent pricing, innovation, regulatory compliance and value for money. The Framework will be used for a range of activity including integrated campaign planning, media buying, optimisation, analytics and reporting. Suppliers will be appointed to provide flexible capacity and diverse capability, with call-offs awarded via direct award or mini-competition depending on project requirements.

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £2,850,000 excluding VAT
- £3,420,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 1 May 2026 to 1 May 2028
- Possible extension to 1 May 2030
- 4 years, 1 day

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services

## **Contract locations**

- UKK4 - Devon

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## **Engagement**

### **Engagement deadline**

6 February 2026

### **Engagement process description**

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=102085&TID=100107307&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=102085&TID=100107307&B=)

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

30 March 2026

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## Contracting authority

### University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QH

United Kingdom

Contact name: Jo Tudor

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

Region: UKK43 - Devon CC

Organisation type: Public authority - sub-central government