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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): ocds-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

Engagement

Engagement deadline

6 February 2026

Engagement process description

https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=102085&TID=100107307&B=

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

30 March 2026

Contracting authority

University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

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Region: UKK43 - Devon CC

Organisation type: Public authority - sub-central government