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Award

## **Google Adwords, Search, Display and Re-targeting ads**

University of Bedfordshire

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-007234

Procurement identifier (OCID): ocds-h6vhtk-04e7fd

Published 26 February 2025, 9:23am

### **Section I: Contracting authority/entity**

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

University of Bedfordshire

University Square

Luton

LU13JU

#### **Contact**

Raymond Coffie

#### **Email**

[raymond.coffie@beds.ac.uk](mailto:raymond.coffie@beds.ac.uk)

#### **Telephone**

+44 1582489216

#### **Country**

United Kingdom

**Region code**

UKH21 - Luton

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.beds.ac.uk>

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

Other type

Higher Education

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Google Adwords, Search, Display and Re-targeting ads

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Provision of Google Adwords, Search, Display and Re-targeting ads

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £300,000

### **II.2) Description**

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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

Provision of Google Adwords, Search, Display and Re-targeting ads

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This service is provided by a sole supplier

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

18 February 2025

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor/concessionaire**

Google Ireland Limited

1st & 2nd Floors Gordon House Barrow Street

Dulbin 4

Country

Ireland

NUTS code

- IE - Ireland

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £300,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public Procurement Review Service

London

Country

United Kingdom