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Contract

## **The provision of Pay Per Click ("PPC") and Digital Marketing Agency Services**

RNN Group

F03: Contract award notice

Notice identifier: 2025/S 000-008863

Procurement identifier (OCID): ocds-h6vhtk-04c1bb

Published 11 March 2025, 6:29pm

### **Section I: Contracting authority**

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

RNN Group

Eastwood Building Eastwood Lane

Rotherham

S65 1EG

#### **Contact**

Anna Manns

#### **Email**

[anna@agmprocurement.com](mailto:anna@agmprocurement.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKE - Yorkshire and the Humber

**Internet address(es)**

Main address

<https://www.rnngroup.co.uk/>

**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**

The provision of Pay Per Click ("PPC") and Digital Marketing Agency Services

Reference number

RNN0009

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Group is looking for an experienced Digital Marketing Agency with specific Pay Per Click ("PPC") capability to provide a full range of digital services encompassing all aspects of a campaign lifecycle (to include but not be limited to PPC, SEO, social media, content marketing, email marketing and other online advertising). Please see the Guidance document contained within the tender pack for further details

#### **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: £500,000

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

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

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

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

NUTS codes

- UKE - Yorkshire and the Humber

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

The purpose of this tender is to seek a strategic partner to work alongside the Group's Marketing Department to drive the twin marketing objectives of RNN Group profile and recruitment across five areas School leavers , Adults , Apprentices, Higher Education / degree level learners, Commercial training / Adult Skills / distance learning. Please see the Guidance document contained within the tender pack for further details

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality assessment / Weighting: 80

Price - Weighting: 20

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

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

#### **II.2.14) Additional information**

Please note there is an opportunity to meet the team on 13.12.24 via Teams in an open forum event – should you wish to attend please register via In-tend in accordance with the instructions contained within the Guidance document in the tender pack

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## **Section IV. Procedure**

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

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-038870](#)

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

### **Contract No**

PPC and Marketing Agency Services

A contract/lot is awarded: Yes

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

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

11 March 2025

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

Number of tenders received: 11

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 11

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

**V.2.3) Name and address of the contractor**

Edison Media Limited

Suite A, Second Floor, M60 Office Park, Wynne Avenue

Swinton

M27 8FF

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

National registration number

12300198

Internet address

<https://edisonmedia.co.uk/>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £125,000

Total value of the contract/lot: £125,000

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## **Section VI. Complementary information**

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

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

RNN Group

Rotherham

Country

United Kingdom