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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

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

RNN Group

Rotherham

Country

United Kingdom