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Contract

## **Advertising and Media Buying Partner**

THE UNIVERSITY OF CHICHESTER

F03: Contract award notice

Notice identifier: 2025/S 000-010302

Procurement identifier (OCID): ocids-h6vhtk-04a412

Published 20 March 2025, 9:24am

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

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

THE UNIVERSITY OF CHICHESTER

Bishop Otter Campus

Chichester

PO196PE

#### **Email**

[tenders@chi.ac.uk](mailto:tenders@chi.ac.uk)

#### **Telephone**

+44 1243816000

#### **Country**

United Kingdom

#### **Region code**

UKJ27 - West Sussex (South West)

**Companies House**

04740553

**Internet address(es)**

Main address

<https://chi.ac.uk/>

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

Other type

Univeristy

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Advertising and Media Buying Partner

Reference number

TND-0001087

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University of Chichester is seeking a suitably experienced and skilled partner to shape and focus our advertising campaigns to achieve the best results, and to act on behalf of the University in engaging with suitable advertising suppliers, this can be in the form of a multi-channel agency or a consortium of agencies.

We are looking for a partner to build and deploy our paid search, ppc and social media advertising campaigns. Buy media on our behalf and account manage projects, timings, and schedules for our campaigns. Giving us clear instructions on the specifications requested and deadlines in good time. This partner must have good relationships with key Higher Education players (UCAS, IDP etc) as well as strong experience, skills and knowledge working with companies such as Google and Meta.

Overall, our aim is to increase the size and diversity of the student body by generating a larger number of leads into our funnel, allowing us greater opportunity for conversion to application and enrolment.

We require our partner agency to work with the University's lead Marketing contacts to help deliver the annual marketing plan through effective and timely advertising campaigns. These campaigns will include search, PPC, social media advertising, media buying, out of home, third party sites and other formats or platforms our partner agency thinks would be beneficial for the university's purposes of student recruitment, retention and brand awareness.

#### **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: £1,000,000

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

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

NUTS codes

- UKJ27 - West Sussex (South West)

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

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We are looking for a partner to build and deploy our paid search, ppc and social media advertising campaigns. Buy media on our behalf and account manage projects, timings, and schedules for our campaigns. Giving us clear instructions on the specifications requested and deadlines in good time. This partner must have good relationships with key Higher Education players (UCAS, IDP etc) as well as strong experience, skills and knowledge working with companies such as Google and Meta.

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

Quality criterion - Name: Industry Knowledge / Weighting: 15

Quality criterion - Name: Relationships with partners and third party suppliers / Weighting: 20

Quality criterion - Name: Adherence to DP legislation / Weighting: 5

Quality criterion - Name: Contract examples and demonstration of skills / Weighting: 20

Quality criterion - Name: AI Strategy / Weighting: 5

Quality criterion - Name: Business Continuity / Weighting: 10

Quality criterion - Name: Team profile structure / Weighting: 5

Price - Weighting: 20

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

Options: No

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## **Section IV. Procedure**

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

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

Restricted 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 000-031149](#)

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

A contract/lot is awarded: Yes

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

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

12 March 2025

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

Number of tenders received: 16

Number of tenders received by electronic means: 16

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

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

Hunterlodge Group Ltd

171 High Street

Rickmansworth

WD3 1AY

Country

United Kingdom

NUTS code

- UKH23 - Hertfordshire

Companies House

07534447

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,000,000

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## **Section VI. Complementary information**

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

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

High Court of England & Wales

London

Country

United Kingdom