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Award

## Brand Proposition Hybrid News

The University Of Kent

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-011859

Procurement identifier (OCID): ocds-h6vhtk-064bfa ([view related notices](#))

Published 10 February 2026, 1:03pm

### Scope

### Reference

26-005

### Description

Refined brand proposition and narrative, including vision/mission statement and key, messages/ proof points, Differentiation analysis, Testing of messaging themes and proof points, Brand story and messaging framework, Visual articulation and identity evolution, Audit of existing brand content and materials, Implementation Guidance & Recommendations, Brand Guidelines including Tone-of-Voice guidance, Internal stakeholder communications pack & Onboarding Support

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## **Contract 1**

### **Supplier**

- HYBRID NEWS LIMITED

### **Contract value**

- £150,000 including VAT

Below the relevant threshold

### **Award decision date**

23 January 2026

### **Earliest date the contract will be signed**

10 February 2026

### **Contract dates (estimated)**

- 10 February 2026 to 31 July 2026
- 5 months, 19 days

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services

## **Contract locations**

- UKJ4 - Kent

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **HYBRID NEWS LIMITED**

- Companies House: 06993551
- Public Procurement Organisation Number: PCJL-7563-YRGZ

46-48 Queen Charlotte Street

Bristol

BS1 4HX

United Kingdom

Email: [bids@hybrid.co](mailto:bids@hybrid.co)

Website: <http://hybrid.co>

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### The University Of Kent

- UK Register of Learning Providers (UKPRN number): 10007150
- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry,

Canterbury

CT2 7NZ

United Kingdom

Email: [procurement@kent.ac.uk](mailto:procurement@kent.ac.uk)

Website: <http://www.kent.ac.uk/>

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government

