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Contract

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

University of Bedfordshire

F03: Contract award notice

Notice identifier: 2025/S 000-014536

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

Published 11 April 2025, 11:41am

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

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

University of Bedfordshire

University Square

Luton

LU13JU

#### **Contact**

Raymond Coffie

#### **Email**

[procurement@beds.ac.uk](mailto:procurement@beds.ac.uk)

#### **Telephone**

+44 1582489216

#### **Country**

United Kingdom

**Region code**

UKH21 - Luton

**UK Register of Learning Providers (UKPRN number)**

University of bedfordshire

**Internet address(es)**

Main address

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

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

Body governed by public law

**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**

Google advertising and marketing

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

NUTS codes

- IE - Ireland

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

Clearing-google advertising and marketing

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

Cost criterion - Name: Price / Weighting: 100

#### **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:

Only Google is able to deliver the volumes needed for recruitment in clearing. Advertising with Google has proven to be, ref University statistics, the best source of advertising for Clearing, delivering the greatest volumes of website traffic and ultimately applications.

#### **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: [2025/S 000-007234](#)

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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**

18 February 2025

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

Number of tenders received: 1

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

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

Google Ireland Limited

Dublin

Country

Ireland

NUTS code

- IE - Ireland

Google Ireland Limited

Google Ireland Limited

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £300,000

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

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## **Section VI. Complementary information**

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

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

Public Procurement Review Unit

London

Country

United Kingdom