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Planning

## **UOW962PME - Advertising and Media Buying Services**

University of Worcester

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-022267

Procurement identifier (OCID): ocds-h6vhtk-0515f2 ([view related notices](#))

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### **Scope**

### **Description**

The University of Worcester is reviewing the market and seeking expressions of interest from agencies who can fulfil requirements for Advertising and Media Buying Services.

The University of Worcester intends to tender for a contract to appoint an agency that can provide expert campaign planning, media buying and advertising strategy development services. The selected agency will work closely with the University to design and implement advertising campaigns that effectively support student recruitment and raise awareness of the University of Worcester.

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

- 1 November 2025 to 31 October 2027

- Possible extension to 31 October 2029
- 4 years

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services

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## **Engagement**

### **Engagement deadline**

7 June 2025

### **Engagement process description**

Interested agencies should complete and return the questionnaire available on the University's In-tend portal (<https://in-tendhost.co.uk/universityofworcester>)

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## **Submission**

### **Publication date of tender notice (estimated)**

2 July 2025

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## Contracting authority

### University of Worcester

- Public Procurement Organisation Number: PYJR-8772-LLDP

Henwick Grove

Worcester

WR2 6AJ

United Kingdom

Email: [uwtenders@worc.ac.uk](mailto:uwtenders@worc.ac.uk)

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

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government