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Pipeline

## **Advertising services for student recruitment, providing targeted media buying and campaign management**

University of Plymouth

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-025476

Procurement identifier (OCID): ocds-h6vhtk-051fcc

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### **Scope**

### **Reference**

UoP/APN2025\_4.0

### **Description**

Advertising services to include campaign development and media buying services to support student recruitment advertising

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

- 14 February 2026 to 13 February 2030

- 4 years

## **Main category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UK - United Kingdom

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## **Submission**

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

31 October 2025

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## **Procedure**

## Above or below total value threshold

Above or equal to threshold

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## Contracting authority

### University of Plymouth

- Public Procurement Organisation Number: PQHL-4825-PGGL

Drake Circus

Plymouth, Devon

PL4 8AA

United Kingdom

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Website:

<https://www.plymouth.ac.uk/about-us/university-structure/service-areas/procurement>

Region: UKK41 - Plymouth

Organisation type: Public authority - sub-central government