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Contract

Multichannel Advertising & SEO Agency for Student Recruitment

Abertay University

F03: Contract award notice

Notice identifier: 2025/S 000-029977

Procurement identifier (OCID): ocids-h6vhtk-04f9a9

Published 4 June 2025, 3:40pm

Section I: Contracting authority

I.1) Name and addresses

Abertay University

Bell Street

Dundee

DD1 1HG

Email

procurement@abertay.ac.uk

Telephone

+44 1382308995

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.abertay.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Multichannel Advertising & SEO Agency for Student Recruitment

Reference number

038-AU-PRO-2425

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Abertay University seeks a strategic agency partner with extensive expertise in multichannel advertising and search engine optimisation (SEO) to support and enhance student recruitment for undergraduate and postgraduate programs. The selected agency will be expected to deliver a comprehensive, data-driven strategy that increases the university's visibility, engagement, and conversion rates across key target markets in Scotland, the rest of the UK, and internationally.

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: £1,050,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Bell Street, Dundee

II.2.4) Description of the procurement

The selected agency will be expected to deliver a comprehensive, data-driven strategy that increases the university's visibility, engagement, and conversion rates across key target markets in Scotland, the rest of the UK, and internationally

II.2.5) Award criteria

Quality criterion - Name: technical / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-011619](#)

Section V. Award of contract

Contract No

038-AU-PRO-2425

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 June 2025

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 11

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

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

V.2.3) Name and address of the contractor

Anything is Possible

3rd Floor Frederick House, 41-46 Frederick Place

Brighton

BN1 4EA

Telephone

+44 2031304065

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,050,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:800728)

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sheriff Court

6 West Bell Street

Dundee

DD1 9AD

Country

United Kingdom