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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): ocds-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](mailto: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](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

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## **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

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## **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](#)

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## **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

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## **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