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Contract

Digital Advertising Framework

Cardiff University

F03: Contract award notice

Notice identifier: 2025/S 000-038098

Procurement identifier (OCID): ocds-h6vhtk-04dc94

Published 8 July 2025, 9:59am

Section I: Contracting authority

I.1) Name and addresses

Cardiff University

Procurement Services, The Spark Building, 3rd Floor, Maindy Road

Cardiff

CF24 4HQ

Email

procurement@cardiff.ac.uk

Telephone

+44 2920879648

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0258

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Digital Advertising Framework

Reference number

CU.1823.GD

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Cardiff University wishes to establish a single source framework to provide digital advertising and media buying services. The successful supplier will work with the University on a range of digital, PPC and social advertising projects. They must be able to illustrate how they would deliver a full suite of services including campaign management and strategy, creative design, and media buying.

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: £1,200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

Cardiff University wishes to establish a single source framework to provide digital advertising and media buying services. The successful supplier will work with the University on a range of digital, PPC and social advertising projects. They must be able to illustrate how they would deliver a full suite of services including campaign management and strategy, creative design, and media buying.

II.2.5) Award criteria

Quality criterion - Name: Written Response / Weighting: 45

Quality criterion - Name: Presentation / Weighting: 25

Quality criterion - Name: Responsible Procurement / Weighting: 10

Price - Weighting: 20

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 000-004096](#)

Section V. Award of contract

Contract No

CU.1823.GD

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 June 2025

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Hybrid

46-48 Queen Charlotte Street

Bristol

BS14HX

Telephone

+44 1172443750

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,200,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:153137)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom