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Tender

## **AM\_742 Study UK Digital Campaign in the USA**

British Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038244

Procurement identifier (OCID): ocds-h6vhtk-055b25

Published 8 July 2025, 1:50pm

### **Scope**

### **Description**

Procuring these services will support the delivery of our annual Study UK plan for the USA by leveraging the expertise of an agency familiar with both the local market and the international education sector. This approach will enhance campaign effectiveness, reduce costs through better audience targeting, and improve efficiency by minimizing staff time required for implementation. It will also strengthen the quality of Study UK's digital presence in the USA, including on the British Council website, which is essential given our limited resources and small team.

### **Total value (estimated)**

- £38,800 excluding VAT
- £45,000 including VAT

Below the relevant threshold

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

- 5 August 2025 to 6 August 2026
- 1 year, 2 days

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- MX - Mexico

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## **Submission**

### **Enquiry deadline**

12 July 2025, 12:59am

### **Tender submission deadline**

22 July 2025, 12:59am

## **Submission address and any special instructions**

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

## **Tenders may be submitted electronically**

Yes

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## **Award criteria**

Quality and expertise 30% Methodology and approach 15% Audience insight 15% Commercial 40%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Contracting authority**

### **British Council**

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Beatriz Calderon

Email: [Beatriz.Calderon1@britishcouncil.org](mailto:Beatriz.Calderon1@britishcouncil.org)

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government