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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 000-038245

Procurement identifier (OCID): ocds-h6vhtk-055b26 ([view related notices](#))

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

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

Award criteria

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

Procedure

Procedure type

Below threshold - open competition

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

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government