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Tender

UOW962 - Advertising and Media Buying Services

University of Worcester

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

Notice identifier: 2025/S 000-039085

Procurement identifier (OCID): ocds-h6vhtk-0515f2 ([view related notices](#))

Published 10 July 2025, 5:10pm

Scope

Description

The University of Worcester is seeking to appoint an advertising agency that can provide expert campaign planning, media buying, and strategy development services. The selected agency will work closely with the University to design and implement advertising campaigns that effectively support student recruitment and raise awareness of the University of Worcester.

The appointed agency should demonstrate a strong understanding of the Higher Education sector, its target audiences, and digital advertising best practices. The agency must be able to create cost-effective digital campaigns that optimise engagement and conversion rates, including web visits, button clicks, event bookings and form completions.

The University seeks an agency that will:

- Deliver integrated media planning and buying services.
- Provide strategic insights and recommendations.
- Ensure value for money through cost-effective ad placements and discounts.

- Manage campaigns proactively with data-driven optimisations.
- Advise on emerging advertising trends and innovations.

Total value (estimated)

- £920,000 excluding VAT
- £11,040,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 31 December 2028
- Possible extension to 31 December 2029
- 4 years

Description of possible extension:

1 x 12 month extension following successful performance during the initial contract period

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Submission

Enquiry deadline

1 August 2025, 4:00pm

Submission type

Requests to participate

Deadline for requests to participate

7 August 2025, 1:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/universityofworcester>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

24 November 2025

Recurring procurement

Publication date of next tender notice (estimated): 11 July 2029

Award criteria

Name	Description	Type
Simple description	For the Conditions of Participation stage, tenderers will be shortlisted using the following criteria: Technical Ability - 70% Resource Capacity - 30% For the Tender Stage, the following criteria will be used: Quality - 65% Price and Value for Money - 35%	Price

Weighting description

For the Conditions of Participation stage, tenderers will be shortlisted using the following criteria:

Technical Ability - 70%

Resource Capacity - 30%

For the Tender Stage, the following criteria will be used:

Quality - 65%

Price and Value for Money - 35%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

The tender process will comprise of three stages:

Stage 1 - Conditions of Participation. Interested agencies should complete the Procurement Specific Questionnaire on the University's tender portal (<https://in-tendhost.co.uk/universityofworcester>). Following evaluation of these questionnaire, the University shall shortlist to six tenderers to proceed to the tender stage.

Stage 2 - Tender - shortlisted suppliers will be invited to submit a tender responding to the University's ITT. Following evaluation of the tender submissions, tenderers will be shortlisted to three tenderers to proceed to interview.

Stage 3 - Interview - the three shortlisted tenderers will be invited to present their tender proposal to the University.

Documents

Associated tender documents

<https://in-tendhost.co.uk/universityofworchester>

The Conditions of Participation Brief can be found on the University of Worcester's tender portal. A draft copy of the University's Invitation to Tender and Terms and Conditions for the contract are also available on the University's portal.

Contracting authority

University of Worcester

- Public Procurement Organisation Number: PYJR-8772-LLDP

Henwick Grove

Worcester

WR2 6AJ

United Kingdom

Email: uwtenders@worc.ac.uk

Website: <http://www.worcester.ac.uk/>

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government