

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/039412-2024>

Planning

## **Strategic Planning and Media Buying - Full Agency Service**

Birmingham City University

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-039412

Procurement identifier (OCID): ocds-h6vhtk-04c2f6

Published 6 December 2024, 12:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Birmingham City University

University House, 15 Bartholomew Row

Birmingham

B5 5JU

#### **Contact**

Claire Donnelly

#### **Email**

[claire.donnelly@bcu.ac.uk](mailto:claire.donnelly@bcu.ac.uk)

#### **Telephone**

+44 1213317677

**Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.delta-escourcing.com/delta>

Buyer's address

<https://www.bcu.ac.uk>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**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**

Strategic Planning and Media Buying - Full Agency Service

Reference number

PS 114

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, Cinema, Radio, Online (including SEM, Programmatic, DAX, GDN, Native), Social Media (including Instagram, Tiktok, Snapchat Facebook and X) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect).

#### **II.1.5) Estimated total value**

Value excluding VAT: £7,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.2.3) Place of performance**

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

Birmingham

#### **II.2.4) Description of the procurement**

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, Cinema, Radio, Online (including SEM, Programmatic, DAX, GDN, Native), Social Media (including Instagram, Tiktok, Snapchat Facebook and X) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect).

#### **II.2.14) Additional information**

To register your expression of interest please submit your response using the University's e-tendering portal, Delta: <https://www.delta-escourcing.com/delta> - project access code: WTKK3Z243N

#### **II.3) Estimated date of publication of contract notice**

10 February 2025

---

### **Section IV. Procedure**

#### **IV.1) Description**

##### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Advertising-and-marketing-services./WTKK3Z243N>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/WTKK3Z243N>

GO Reference: GO-2024126-PRO-28800521