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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

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-Birmignham:-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