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Not applicable

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

Birmingham City University

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-039980

Procurement identifier (OCID): ocds-h6vhtk-04c742

Published 11 December 2024, 4:05pm

### **Section I: Contracting authority/entity**

#### **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>

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## **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).

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2020/S 048-114840](#)

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## Section VII. Changes

### VII.1) Information to be changed or added

#### VII.1.2) Text to be corrected in the original notice

Section number

I.1

Place of text to be modified

Title

Instead of

Text

Birmignham

Read

Text

Birmingham

### VII.2) Other additional information

Birmingham also needs to be changed in the link : 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>

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<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-20241211-PRO-28853083