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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 000-040178

Procurement identifier (OCID): ocds-h6vhtk-04c7bc

Published 12 December 2024, 7:05pm

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

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>

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).

Section VI. Complementary information

VI.6) Original notice reference

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

Section VII. Changes

VII.1) Information to be changed or added

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

Section number

VI.3

Place of text to be modified

web link to delta - Birmingham needs to be corrected

Instead of

Text

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

Read

Text

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

VII.2) Other 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-20241212-PRO-28870362