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Contract

## **QUB/2670/25 Contract for Advertising and Communication Campaigns (Rest of World Market)**

Queen's University Belfast

F03: Contract award notice

Notice identifier: 2025/S 000-047796

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

Published 11 August 2025, 6:34pm

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

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

Queen's University Belfast

University Road

Belfast

BT7 1NN

#### **Email**

[f.toh@qub.ac.uk](mailto:f.toh@qub.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN - Northern Ireland

#### **Internet address(es)**

Main address

<https://in-tendhost.co.uk/queensuniversitybelfast.aspx/Home>

#### **I.4) Type of the contracting authority**

Body governed by public law

#### **I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

QUB/2670/25 Contract for Advertising and Communication Campaigns (Rest of World Market)

Reference number

QUB/2670/25

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

- 79341400 - Advertising campaign services

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

Services

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

The University has a requirement for a marketing partner to support the Global Marketing and Reputation teams achieve the goals and recruitment objectives set out in Strategy 2030. This requirement has been split into two Lots. Economic Operators can submit a tender response for either Lot 1 or Lot 2 or both Lots. Lot 1 – Appointment of an International Digital Marketing Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland). Lot 2 – Appointment of an International Out of Home Media Buying Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-

Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £5,000,000

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

#### **II.2.1) Title**

Appointment of an International Digital Marketing Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (

Lot No

1

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

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

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

NUTS codes

- UKN0 - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

Lot 1The agency will be responsible for: • Development and implementation of multi-

channel digital marketing campaigns in international markets (North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).• Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house marketing and recruitment teams to inform planning, delivery and to optimise marketing performance.

## **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30

## **II.2.11) Information about options**

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Appointment of an International Out of Home Media Buying Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan A

Lot No

2

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

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

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

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

The agency will be responsible for: • Planning and buying of out of home campaigns in international markets North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).. This will include researching the opportunities, identifying target audience media consumption habits, assessing environmental factors that could impact on campaign delivery and media buying. • Robust reporting and advice on out of home opportunities for the University to inform future planning and buying.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-003842](#)

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## **Section V. Award of contract**

### **Contract No**

QUB/2670/25

### **Lot No**

1

### **Title**

Contract for Advertising and Communication Campaigns (Rest of World Markets), Lot 1 – Appointment of an International Digital Marketing and Communications Partner

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

24 July 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Akerolabs Ltd

Brighton

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £3,500,000

Total value of the contract/lot: £3,500,000

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## **Section V. Award of contract**

### **Contract No**

QUB/2670/25

### **Lot No**

2

### **Title**

Contract for Advertising and Communication Campaigns (Rest of World Markets), Lot 2 –  
Contract for an out of home planning and buying partner

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 July 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Krow Agency Limited

Belfast

Country



United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £1,500,000

Total value of the contract/lot: £1,500,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Queen's University Belfast

Belfast

BT7 1NN

Email

[f.toh@qub.ac.uk](mailto:f.toh@qub.ac.uk)

Country

United Kingdom