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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

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

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 1 The 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

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](#)

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

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

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

Country

United Kingdom