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Planning

Digital Media Buying

Prifysgol Bangor / Bangor University

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049496

Procurement identifier (OCID): ocds-h6vhtk-0589c9

Published 18 August 2025, 1:49pm

Scope

Reference

BU022025

Description

Procurement: Bangor University is seeking to conduct a procurement with the aim of establishing a contract (initially 2 years, with an optional 12-month extension) for the supply of digital media buying services as part of its overall marketing strategy.

Pre-Market Engagement: The tender documentation and associated tender documentation is currently under development for this procurement. The University is publishing this Preliminary Market Engagement Notice to seek the views, thoughts and opinions of organisations which may be interested in delivering services. For the avoidance of doubt, this is not a call for competition, the purpose is to seek feedback from the market that may inform a final specification and/or procurement approach to Digital Media Buying Services.

Timescale & Process: The Contracting Authority will complete its Pre-Market Engagement

Exercise on 2nd September 2025. Suppliers wishing to participate in this pre-market engagement exercise should contact the following email address: c.lone@bangor.ac.uk to receive a copy of the questionnaire. Completed questionnaires should be returned to the same email address.

Additional Information: The Authority anticipates the procurement to be suitable for SMEs and expects any resulting contract to commence on 15th January 2026. Please note the estimated total value set out in this notice would include an estimated value of goods and/or services provided to a supplier by the Authority to enable the undertaking of service delivery and any resulting tender documentation for this opportunity would contain more specific information. CPV Codes 79300000, 79340000, 79342000, 79342100, 79413000

Total value (estimated)

- £3,600,000 excluding VAT
- £4,516,800 including VAT

Above the relevant threshold

Contract dates (estimated)

- 15 January 2026 to 14 January 2028
- Possible extension to 14 January 2029
- 3 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79300000 - Market and economic research; polling and statistics
- 79413000 - Marketing management consultancy services

Contract locations

- UKL12 - Gwynedd

Engagement

Engagement deadline

2 September 2025

Engagement process description

This pre-market engagement process will take the form of request for information (RFI). The RFI consist of a questionnaire with respondents required to return their information by the end of 2nd September 2025. Suppliers wishing to participate in this pre-market engagement exercise should contact the following email address: c.lone@bangor.ac.uk to receive a copy of the questionnaire. Completed questionnaires should be returned to the same email address.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

30 September 2025

Contracting authority

Prifysgol Bangor / Bangor University

- Public Procurement Organisation Number: PTPM-4795-PZBG

Finance Office

Bangor

LL57 2TR

United Kingdom

Contact name: Mel Lone

Telephone: 01248 382 832

Email: c.lone@bangor.ac.uk

Website: <http://www.bangor.ac.uk>

Region: UKL12 - Gwynedd

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales