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Award

AM_742 Study UK Digital Campaign in the USA

British Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-051095

Procurement identifier (OCID): ocds-h6vhtk-055b26 ([view related notices](#))

Published 25 August 2025, 4:48pm

Scope

Description

Procuring these services will support the delivery of our annual Study UK plan for the USA by leveraging the expertise of an agency familiar with both the local market and the international education sector. This approach will enhance campaign effectiveness, reduce costs through better audience targeting, and improve efficiency by minimizing staff time required for implementation. It will also strengthen the quality of Study UK's digital presence in the USA, including on the British Council website, which is essential given our limited resources and small team.

Contract 1

Supplier

- International Education Advantage, LLC (Intead)

Contract value

- £37,800 excluding VAT
- £45,000 including VAT

Below the relevant threshold

Award decision date

25 August 2025

Earliest date the contract will be signed

2 September 2025

Contract dates (estimated)

- 5 September 2025 to 6 September 2026
- 1 year, 2 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- MX - Mexico

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

International Education Advantage, LLC (Intead)

- Public Procurement Organisation Number: PJHD-8764-MTVV

10 Federal Street, Suite 210

Salem

MA01970

United States

Email: bwaxman@intead.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Beatriz Calderon

Email: Beatriz.Calderon1@britishcouncil.org

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government