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Pipeline

## Media Buying

UNIVERSITY OF EAST ANGLIA

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-053360

Procurement identifier (OCID): ocds-h6vhtk-05228a

Published 3 September 2025, 8:40am

## Changes to notice

This notice has been edited. The [previous version](#) is still available.

## Scope

## Description

This upcoming tender will seek a suitably qualified media buying agency to support the University's student recruitment campaigns. The appointed partner will be expected to provide strategic media planning, placement, and performance reporting, working closely with UEA's internal teams and creative agency. The successful agency will demonstrate strong market insight, channel expertise, and collaborative working practices to help

deliver effective, results-driven campaigns.

### **Contract dates (estimated)**

- 1 December 2025 to 1 October 2026
- 10 months, 1 day

### **Main category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

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## **Submission**

### **Publication date of tender notice (estimated)**

1 November 2025

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## **Procedure**

### **Above or below total value threshold**

Below threshold

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## Contracting authority

### UNIVERSITY OF EAST ANGLIA

- Companies House: RC000651
- Public Procurement Organisation Number: PCCY-8551-ZNDY

Norwich Research Park

Norwich

NR4 7TJ

United Kingdom

Email: [procurement@uea.ac.uk](mailto:procurement@uea.ac.uk)

Website: <http://uea.ac.uk>

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government