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Contract

SU163(25) Digital Marketing in China

Swansea University

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-055044

Procurement identifier (OCID): ocds-h6vhtk-0596c1

Published 9 September 2025, 2:14pm

Scope

Description

To create and design campaigns and preform account management across main digital platforms in China for Swansea University

Contract 1. SU163(25) Digital Marketing in China

Supplier

- Ping Pong Digital Ltd

Contract value

- £142,876.80 excluding VAT
- £171,452.17 including VAT

Below the relevant threshold

Date signed

22 July 2025

Contract dates

- 31 July 2025 to 31 May 2026
- 10 months, 1 day

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- CN - China
-

Procedure

Procedure type

Below threshold - without competition

Supplier

Ping Pong Digital Ltd

- Public Procurement Organisation Number: PNDM-4611-RZYN

10X by Spacemade, 10 Brindley place

Birmingham

B3 2AA

United Kingdom

Email: toni@pingpongdigital.com

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. SU163(25) Digital Marketing in China

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Email: procurement@swansea.ac.uk

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales