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Planning

Brand and Production Framework

JISC

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

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Scope

Reference

Proc3017

Description

Jisc is looking to establish a framework, which will service the requirements of Jisc that cannot be wholly delivered in-house.

Jisc's marketing and communications directorate operates a virtual agency model, where creative, brand and production requirements are outsourced to external individuals and/or agencies. There is a requirement for a broad range of disciplines that can support the marketing and communications teams, and other areas within Jisc.

We are looking for agencies who are collaborative, easy and open to work with, and are excellent at managing healthy relationships with other suppliers. We believe that where appropriate, using multiple suppliers on a single project and utilising their individual strengths can bring out a much richer, more interesting and successful output.

We are particularly interested in working with suppliers who have experience and/or exposure within international markets.

Agencies on the proposed framework will need to be able to deliver to production and design briefs across a wide range of disciplines.

Jisc's brand model is a hybrid model, largely made up of a number of products and services adopting the Jisc master brand. We then have a few product brands, due to the key audience primarily being non-members:

OpenAthens - large international customer base

Prospects -B2C brand (student-facing)

The ultimate purpose of the framework is to have a selection of capable suppliers, who have demonstrated their ability to meet specific requirements, and are available for the business to access via a compliant procurement route.

Commercial tool

Establishes a framework

Contract dates (estimated)

- 1 January 2026 to 31 December 2028
- 3 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

- 79822500 - Graphic design services
- 92100000 - Motion picture and video services

Engagement

Engagement deadline

25 September 2025

Engagement process description

Jisc invites interested agencies to submit an expression of interest via procurement@jisc.ac.uk using the header line:

FAO Proc3017 Brand and Production - Expression of Interest

Please include a brief description of the service you provide and a link to your website.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Contracting authority

JISC

- Companies House: 05747339
- Public Procurement Organisation Number: PGYD-1575-ZHXX

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Contact name: Juliette Hall

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

Region: UKK11 - Bristol, City of

Organisation type: Public authority - sub-central government