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Contract

## **Creative Campaign Strategist**

UNIVERSITY OF EAST ANGLIA

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

Notice identifier: 2025/S 000-068243

Procurement identifier (OCID): ocds-h6vhtk-05d380

Published 24 October 2025, 2:32pm

## **Scope**

### **Description**

Campaign Strategy partner appointed to lead strategic development of UEA's UG27 student recruitment campaign.

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## **Contract 1**

### **Supplier**

- The Café Agency

## **Contract value**

- £50,000 including VAT

Below the relevant threshold

## **Date signed**

31 July 2025

## **Contract dates**

- 1 August 2025 to 31 July 2026
- Possible extension to 31 July 2027
- 2 years

Description of possible extension:

1 Year optional extension

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

## **Contract locations**

- UKH15 - Norwich and East Norfolk

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## Procedure

### Procedure type

Below threshold - unknown

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## Supplier

### The Café Agency

5-9 Eden Street

Kingston-Upon-Thames, London

KT1 1BQ

United Kingdom

Email: [bob@thecafeagency.com](mailto:bob@thecafeagency.com)

Region: UKI63 - Merton, Kingston upon Thames and Sutton

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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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