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Award

Digital Advertising Agency Services

Arts University Bournemouth

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

Notice identifier: 2025/S 000-074306

Procurement identifier (OCID): ocds-h6vhtk-055317 ([view related notices](#))

Published 17 November 2025, 10:56am

Scope

Description

Digital Advertising Agency to develop, implement, and manage our digital advertising strategies. The primary objectives are:

Enhancing brand visibility

Driving student recruitment across all levels

Effectively promoting the University's diverse range of courses and programmes

Agency / Third-Party Spend:

$\text{£}300,000 \times 3 \text{ years} + 1 \text{ year} + 1 \text{ year} = \text{£}1,500,000$

This amount is based on third-party advertising spend, which is variable and not fixed. The spend will be reimbursed directly by AUB to the supplier. In addition, the supplier will receive a commission on this spend, calculated at an agreed rate.

Contract 1. Digital Advertising Agency Services

Supplier

- HYBRID NEWS LIMITED

Contract value

- £1,800,000 including VAT

Above the relevant threshold

Award decision date

30 October 2025

Date assessment summaries were sent to tenderers

30 October 2025

Standstill period

- End: 26 November 2025
- 8 working days

Earliest date the contract will be signed

27 November 2025

Contract dates (estimated)

- 30 January 2026 to 30 January 2029
- Possible extension to 30 January 2031
- 5 years, 1 day

Description of possible extension:

A three-year contract with the option to extend for two additional one-year periods. Extensions will be exercised if AUB considers the supplier's performance satisfactory and requires additional time to tender for a new service.

Main procurement category

Services

CPV classifications

- 79341200 - Advertising management services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)

- UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Information about tenders

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

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Supplier

HYBRID NEWS LIMITED

- Companies House: 06993551
- Public Procurement Organisation Number: PCJL-7563-YRGZ

46-48 Queen Charlotte Street

Bristol

BS1 4HX

United Kingdom

Email: bids@hybrid.co

Website: <http://hybrid.co>

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Digital Advertising Agency Services

Contracting authority

Arts University Bournemouth

- Public Procurement Organisation Number: PVCG-5182-VTDJ

7 Fern Barrow, Wallisdown

Poole

BH125HH

United Kingdom

Email: procurement@aub.ac.uk

Region: UKK24 - Bournemouth, Christchurch and Poole

Organisation type: Public authority - sub-central government