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Contract

Media Services/CPN/PRO/2022

THE OPEN UNIVERSITY

F20: Modification notice

Notice identifier: 2025/S 000-082336

Procurement identifier (OCID): ocds-h6vhtk-032ce9

Published 12 December 2025, 10:37am

Section I: Contracting authority/entity

I.1) Name and addresses

THE OPEN UNIVERSITY

Walton Hall

Milton Keynes

MK76AA

Contact

Clare Fitzhugh

Email

clare.fitzhugh@open.ac.uk

Country

United Kingdom

Region code

UKJ12 - Milton Keynes

Charity Commission (England and Wales)

RC000391

Internet address(es)

Main address

<https://www.open.ac.uk/>

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Services/CPN/PRO/2022

Reference number

OUPA10798

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement at the time of conclusion of the contract:

The Open University (The OU) has tendered for the provision of media services, to include media strategy, domestic and international media planning and buying, econometric, modelling, campaign optimisation, media partnerships and other media deliverables.

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

48

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2023/S 000-002413](#)

Section V. Award of contract/concession

Contract No

1

Title

Media Services/CPN/PRO/2022

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

26 January 2023

V.2.2) Information about tenders

The contract/concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

OMD Group Limited

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02078820

The contractor/concessionaire is an SME

No

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £70,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Open University

Milton Keynes

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79340000 - Advertising and marketing services

VII.1.3) Place of performance

NUTS code

- UKJ12 - Milton Keynes

VII.1.4) Description of the procurement:

This procurement included the following services:-

Media strategy, planning and buying - all online and offline channels. Econometrics modelling Campaign optimisation

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

60

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£82,500,000

VII.1.7) Name and address of the contractor/concessionaire

OMD Group Ltd

Bankside 3, 90-100 Southwark Street

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02078820

The contractor/concessionaire is an SME

No

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The OU is extending the the agreement with OMD for a further 12 months, 1st February 2027 to 31st January 2028, taking the contract length to 60 months in total. This extension provides the stability required while the new University- wide strategy across 4 Nations is developed and embedded. This allows the emerging martech capabilities to be fully realised and avoids operational disruption and unnecessary expenditure. Maintaining the current partnership during this transitional period is therefore the most efficient, proportionate, and strategically aligned option for the University.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The Open University (OU) has partnered with OMD for the past three years to deliver media and marketing technology (martech) services that directly enable the University's marketing strategy across the 4 Nations and the continued development of our digital capabilities. Over this time, OMD has played a central role in designing and implementing a scalable martech ecosystem that supports multi-channel intelligence, deeper personalisation, enhanced automation, AI-readiness, and data-driven optimisation across campaign activity. Innovation and growth are being supported by a few flagship strategic partnerships under Omincom Media Group and tools and platforms including Salesforce.

During this period, the higher education sector has undergone significant market change, characterised by increasing competition, shifting learner behaviours, and a rapidly

evolving media environment. The emergence of AI-first search, zero-click consumer journeys, and heightened expectations around tailored digital experiences are reshaping the advertising and martech landscape at pace. Continued progress in this environment requires accelerating innovation through expanded AI-driven capabilities, greater personalisation at scale, and further advancements in automation, integration, and measurement. To avoid disruption to our commercial performance, it is essential that momentum behind the OU's marketing and technology strategy is maintained.

OMD's work has been integral to building the OU's current capabilities, ensuring that our martech infrastructure is aligned to sector trends and positioned for future innovation. The OU is now in the process of developing a new University-wide strategy, scheduled for launch in 2026. Initiating a full re-tender at this stage would be premature, as any specification developed now would need to be reworked once the strategic workstreams are finalised. Proceeding with a procurement exercise before the strategic direction is settled would risk duplication of effort, additional cost, delays to the digital transformation roadmap, and the potential misalignment of martech requirements with long-term institutional objectives.

Transitioning to a new supplier at this point would also introduce significant operational disruption. The martech and media ecosystem established with OMD includes complex, interdependent components that would require reimplementing, retraining, and extensive knowledge transfer. Such disruption would jeopardise continuity across critical student recruitment and engagement activity and could negatively affect performance during a highly competitive period.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £70,000,000

Total contract value after the modifications

Value excluding VAT: £82,500,000