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Award

Media and Creative Services

Crown Commercial Service

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

Notice identifier: 2026/S 000-000238

Procurement identifier (OCID): ocds-h6vhtk-0502d0 ([view related notices](#))

Published 5 January 2026, 11:51am

Scope

Reference

RM6364

Description

Crown Commercial Service, as the Authority, has put in place an agreement that will provide marketing and communication services to be used by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. This commercial agreement will be the recommended vehicle for all Media and Creative Services required by UK Central Government Departments.

This includes but is not limited to:

- media strategy, planning and buying
- creative strategy and ideation
- content production and fulfilment

- marketing events
- strategic advice, media auditing and assurance services that support the running of marketing and communications campaigns.

Commercial tool

Establishes a framework

Lot 4. Creative Strategy and Development

Description

A roster of agencies providing creative strategy and development. Can also provide content production & fulfilment in house or via a subcontract to Lot 5 agency. (8 places)

Lot 5. Content Production

Description

Production and fulfilment agency providing access to digital asset management and workflow tool. (one place)

Lot 6. Events

Description

A roster of agencies with capability to deliver high value, strategic events and experiential marketing campaigns. (six places)

Lot 8. Marketing Audit and Advice

Description

Marketing audit and assurance (one place)

Contract 5. Lot 4. Creative Strategy and Development

Lots

Lot 4. Creative Strategy and Development

Suppliers (9)

- 23RED LIMITED
- ABBOTT MEAD VICKERS.BBDO LIMITED
- ACCENTURE (UK) LIMITED
- FCB INFERNO LIMITED
- FCG WORLDWIDE LIMITED

- FREUD COMMUNICATIONS LIMITED
- HAVAS UK LIMITED
- M&C SAATCHI (UK) LIMITED
- VCCP GROUP LLP

Contract value

- £150,000,000 excluding VAT
- £180,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

5 January 2026

Date assessment summaries were sent to tenderers

5 January 2026

Standstill period

- End: 14 January 2026
- 8 working days

Earliest date the contract will be signed

15 January 2026

Contract dates (estimated)

- 15 January 2026 to 14 January 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92100000 - Motion picture and video services

Contract 6. Lot 5. Content Production

Lots

Lot 5. Content Production

Supplier

- TAG EUROPE LIMITED

Contract value

- £70,000,000 excluding VAT

- £84,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

5 January 2026

Date assessment summaries were sent to tenderers

5 January 2026

Standstill period

- End: 14 January 2026
- 8 working days

Earliest date the contract will be signed

15 January 2026

Contract dates (estimated)

- 15 January 2026 to 14 January 2030
- 4 years

Main procurement category

Services

CPV classifications

- 72330000 - Content or data standardization and classification services
- 79340000 - Advertising and marketing services
- 79415200 - Design consultancy services
- 79530000 - Translation services
- 79821100 - Proofreading services
- 79822300 - Typesetting services
- 79822500 - Graphic design services
- 79933000 - Design support services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services

Contract 7. Lot 6. Events

Lots

Lot 6. Events

Suppliers (6)

- Allied Publicity Services (Manchester) Limited
- BRAY LEINO LIMITED
- DRP (UK) LIMITED

- IDENTITY EVENTS MANAGEMENT LIMITED
- Live Group Holdings
- STRATA CREATIVE COMMUNICATIONS LTD

Contract value

- £150,000,000 excluding VAT
- £180,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

5 January 2026

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Standstill period

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- 8 working days

Earliest date the contract will be signed

15 January 2026

Contract dates (estimated)

- 15 January 2026 to 14 January 2030
- 4 years

Main procurement category

Services

CPV classifications

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 60100000 - Road transport services
- 79430000 - Crisis management services
- 79710000 - Security services
- 79950000 - Exhibition, fair and congress organisation services

Contract 8. Lot 8. Marketing Audit and Advice

Lots

Lot 8. Marketing Audit and Advice

Supplier

- MEDIA SENSE COMMUNICATIONS LIMITED

Contract value

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

5 January 2026

Date assessment summaries were sent to tenderers

5 January 2026

Standstill period

- End: 14 January 2026
- 8 working days

Earliest date the contract will be signed

15 January 2026

Contract dates (estimated)

- 15 January 2026 to 14 January 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79200000 - Accounting, auditing and fiscal services
- 79340000 - Advertising and marketing services

Information about tenders

Lot 4. Creative Strategy and Development

- 19 tenders received
- 19 tenders assessed in the final stage:
 - 8 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 9 suppliers awarded contracts
- 10 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [Allied Publicity Services \(Manchester\) Limited](#)
- [DRP \(UK\) LIMITED](#)
- [DEPT MARKETING TECHNOLOGY LONDON LIMITED](#)

- [KROW COMMUNICATIONS LIMITED](#)
- [MEDIA REACH ADVERTISING Ltd.](#)
- [NEXT 15 GROUP PLC](#)
- [SHAPE HISTORY](#)
- [TRIBERA LIMITED](#)
- [UNCOMMON CREATIVE STUDIO LIMITED](#)
- [WE ARE SOCIAL LTD](#)

Lot 5. Content Production

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

Unsuccessful suppliers

- [VCCP GROUP LLP](#)
- [Allied Publicity Services \(Manchester\) Limited](#)
- [H H ASSOCIATES LIMITED](#)
- [HOGARTH WORLDWIDE LIMITED](#)
- [NETWORK \(LONDON\) LIMITED](#)
- [RECIPE ADVERTISING LIMITED](#)

- [THE STATIONERY OFFICE LIMITED](#)

Lot 6. Events

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

Lot 8. Marketing Audit and Advice

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

Unsuccessful suppliers

- [EBIQUITY ASSOCIATES LIMITED](#)

Procedure

Procedure type

Open procedure

Suppliers

23RED LIMITED

- Companies House: 03974936
- Public Procurement Organisation Number: PDVJ-6687-HPWZ

95 Queen Victoria Street

London

EC4V 4HN

United Kingdom

Email: newbusiness@23red.com

Website: <http://www.23red.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

ABBOTT MEAD VICKERS.BBDO LIMITED

- Companies House: 01935786
- Public Procurement Organisation Number: PHMM-5449-GQWG

Bankside 3 90-100 Southwark Street

London

SE1 0SW

United Kingdom

Email: jemima.monies@amvbbdo.com

Website: <https://www.amvbbdo.com/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

ACCENTURE (UK) LIMITED

- Companies House: 04757301
- Public Procurement Organisation Number: PYHC-2313-BXRY

30 Fenchurch Street

London

EC3M 3BD

United Kingdom

Email: UK.TenderMonitoring@accenture.com

Website: <https://www.accenture.com/gb-en>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

Allied Publicity Services (Manchester) Limited

- Companies House: 681528
- Public Procurement Organisation Number: PLHR-2893-BNZQ

APS Group, Chetham House, Bird Hall Lane

Stockport

SK3 0ZP

United Kingdom

Email: tenders@theapsgroup.com

Website: <https://theapsgroup.com/>

Region: UKD35 - Greater Manchester South East

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

BRAY LEINO LIMITED

- Companies House: 01352705
- Public Procurement Organisation Number: PQDY-6386-LMRY

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Email: ccs@brayleino.co.uk

Website: <https://www.brayleino.co.uk/>

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

DEPT MARKETING TECHNOLOGY LONDON LIMITED

- Companies House: 08782065
- Public Procurement Organisation Number: PBWB-4299-LXYG

Floor 9 & 10, Featherstone Building 66 City Road

London

EC1Y 2AL

United Kingdom

Website: <http://www.deptagency.com>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

DRP (UK) LIMITED

- Companies House: 03653794
- Public Procurement Organisation Number: PWBY-5191-DHYP

Unit 212 Ikon Industrial Estate, Droitwich Road

Kidderminster

DY10 4EU

United Kingdom

Email: Legal@drpgroup.com

Website: <http://www.drpgroup.com>

Region: UKG12 - Worcestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

EBIQUITY ASSOCIATES LIMITED

- Companies House: 03300123
- Public Procurement Organisation Number: PNXC-5388-BNQH

Chapter House

London

N1 6DZ

United Kingdom

Website: <https://ebiquity.com/>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

FCB INFERNO LIMITED

- Companies House: 02586852
- Public Procurement Organisation Number: PJVN-7294-BNGD

16 Old Bailey

London

EC4M 7EG

United Kingdom

Email: campaign.solutions@fcb.com

Website: <https://fcblondon.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

FCG WORLDWIDE LIMITED

- Companies House: 09647432
- Public Procurement Organisation Number: PMMM-1716-NJZW

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

United Kingdom

Email: Tenders@four.agency

Website: <https://www.four.agency/>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

FREUD COMMUNICATIONS LIMITED

- Companies House: 02478112
- Public Procurement Organisation Number: PVJH-3927-ZTDR

1 Stephen Street

London

W1T 1AL

United Kingdom

Email: ccs@freuds.com

Website: <https://www.freuds.com/>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

H H ASSOCIATES LIMITED

- Companies House: 02671533
- Public Procurement Organisation Number: PHMC-6248-TLJV

Heron Tower 12th Floor 110 Bishopsgate

London

EC2N 4AY

United Kingdom

Website: <http://www.hhglobal.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

HAVAS UK LIMITED

- Companies House: 02821174
- Public Procurement Organisation Number: PTHT-4994-NNCR

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: havasnb@havas.com

Website: <https://lon.havas.com/>

Region: UKJ46 - West Kent

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

HOGARTH WORLDWIDE LIMITED

- Companies House: 06872427
- Public Procurement Organisation Number: PCBV-1745-QQCT

6 Brewhouse Yard

London

EC1V 4DG

United Kingdom

Website: <http://www.hogarth.com>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

IDENTITY EVENTS MANAGEMENT LIMITED

- Companies House: 04217845
- Public Procurement Organisation Number: PBQN-1491-VZYQ

30-34 North Street

East Sussex

BN27 1DW

United Kingdom

Email: tenders@identityglobal.com

Website: <http://identityglobal.com>

Region: UKJ22 - East Sussex CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

KROW COMMUNICATIONS LIMITED

- Companies House: 05560715
- Public Procurement Organisation Number: PBMT-4933-VYPT

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Website: <https://hellokrow.com/>

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Live Group Holdings

- Companies House: 03847218
- Public Procurement Organisation Number: PNBQ-2833-BLQT

131 Great Suffolk St, Great Suffolk Yard

London

SE1 1PP

United Kingdom

Email: sophie.davis@livegroup.co.uk

Website: <https://livegroup.co.uk/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

M&C SAATCHI (UK) LIMITED

- Companies House: 03003693
- Public Procurement Organisation Number: PHLZ-1314-WTGD

36 Golden Square

London

W1F 9EE

United Kingdom

Email: new.business@mcsaatchi.com

Website: <https://mcsaatchi.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

MEDIA REACH ADVERTISING Ltd.

- Companies House: 02082065
- Public Procurement Organisation Number: PDCZ-9881-NZNR

13 Fulham Business Exchange,

London

SW6 2TL

United Kingdom

Website: <http://www.mediareach.co.uk>

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

MEDIA SENSE COMMUNICATIONS LIMITED

- Companies House: 06823323
- Public Procurement Organisation Number: PXTZ-1231-JJTY

First Floor, 5 Fleet Place

London

EC4M 7RD

United Kingdom

Email: info@media-sense.com

Website: <http://www.media-sense.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 8. Lot 8. Marketing Audit and Advice

NETWORK (LONDON) LIMITED

- Companies House: 03166110
- Public Procurement Organisation Number: PPDM-7583-RWRH

Grove House C/O Daud Qadri & Co 2 Woodberry Grove

London

N12 0DR

United Kingdom

Website: <http://www.network-london.co.uk>

Region: UKI71 - Barnet

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

NEXT 15 GROUP PLC

- Companies House: 01579589
- Public Procurement Organisation Number: PMWD-2327-YTVN

60 Great Portland Street

London

W1W 7RT

United Kingdom

Website: <http://www.next15.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

RECIPE ADVERTISING LIMITED

- Companies House: 04615124
- Public Procurement Organisation Number: PQVX-8642-NHGJ

5th Floor, Bfi Building 21 Stephen Street

London

W1T 1LN

United Kingdom

Website: <https://www.reci.pe/>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

SHAPE HISTORY

- Companies House: 09491473
- Public Procurement Organisation Number: PCMD-5365-CYLW

1st Floor 77 Fortress Road

London

NW5 1AG

United Kingdom

Website: <http://www.shapehistory.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

STRATA CREATIVE COMMUNICATIONS LTD

- Companies House: 03323244
- Public Procurement Organisation Number: PWRW-5862-QYQM

Unit 9 Featherbed Court

Brackley

NN13 5RN

United Kingdom

Email: megan.mulholland@stratacreate.com

Website: <https://stratacreate.com/>

Region: UKJ14 - Oxfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 7. Lot 6. Events

TAG EUROPE LIMITED

- Companies House: 02299109
- Public Procurement Organisation Number: PDXX-9685-HDCR

1-5 Poland Street

London

W1F 8PR

United Kingdom

Email: TEAMTAG.GOV@TAGWW.COM

Website: <http://www.tagww.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 6. Lot 5. Content Production

THE STATIONERY OFFICE LIMITED

- Companies House: 03049649
- Public Procurement Organisation Number: PHVB-7478-JNRL

18 Central Avenue

Norwich

NR7 0HR

United Kingdom

Website: <https://www.tso.co.uk/>

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

TRIBERA LIMITED

- Companies House: 11606874
- Public Procurement Organisation Number: PHLD-7951-YHCL

Tribera Floor 23 Alpha Tower

Birmingham

B1 1TT

United Kingdom

Website: <http://www.tribera.com>

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

UNCOMMON CREATIVE STUDIO LIMITED

- Companies House: 13198619
- Public Procurement Organisation Number: PPNP-3912-VMVV

Unit H Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Website: <https://www.uncommon.studio/>

Region: UKJ46 - West Kent

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

VCCP GROUP LLP

- Companies House: OC370529
- Public Procurement Organisation Number: PGRD-5998-ZTWV

66 Berners Street

London

W1T 3NL

United Kingdom

Email: estovold@vccp.com

Website: <http://www.vccp.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Lot 4. Creative Strategy and Development

WE ARE SOCIAL LTD

- Companies House: 06629464
- Public Procurement Organisation Number: PRWG-5354-JXJM

Alphabeta

London

EC2A 1BR

United Kingdom

Website: <https://wearesocial.com/uk/>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contracting authority

Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

The Capital, Old Hall Street

Liverpool

L3 9PP

United Kingdom

Telephone: 44 3454102222

Email: supplier@crowncommercial.gov.uk

Website: <https://www.gov.uk/ccs>

Region: UKD72 - Liverpool

Organisation type: Public authority - central government