

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/000238-2026>

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

### **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**

- 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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: PTH-4994-NNCR

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: [havasnb@havas.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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 Fortess 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](mailto: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](mailto: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

Tibera 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](mailto: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](mailto:supplier@crowncommercial.gov.uk)

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

Region: UKD72 - Liverpool

Organisation type: Public authority - central government