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Tender

Creative Marketing

FIRST MTR SOUTH WESTERN TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-002534

Procurement identifier (OCID): ocds-h6vhtk-02914d

Published 8 February 2021, 6:59pm

Section I: Contracting entity

I.1) Name and addresses

FIRST MTR SOUTH WESTERN TRAINS LIMITED

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London

NW15DH

Contact

Rachel Crockford

Email

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Telephone

+44 7583102659

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.firstgroup.com

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://www.procurement.gwr.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://www.procurement.gwr.com>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Marketing

Reference number

FG001017

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Strategic and Creative Services, Account and Project Management and Production Services for MTR First South Western Trains Limited.

II.1.5) Estimated total value

Value excluding VAT: £1,950,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Strategic and Creative Services and Account and Project Management

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

Strategic services:

Develop consumer and competitor insight working with SWR and its other agency partners as agreed.

Develop strategic territories, channel strategies and messaging hierarchies to support the development of brand, base, tactical, reactive, PR and social campaigns as agreed with SWR.

Develop creative briefs and oversee creative development from a strategic perspective, as agreed with SWR.

Attend creative reviews and client creative presentations, to ensure all agency work meets with the agreed brief and objectives.

Develop research proposals and oversee research initiatives as required and agreed with SWR.

Develop and deliver proposals for campaign measurement and evaluation as agreed with SWR.

Creative services:

Development and delivery of fully integrated campaigns across SWR communications (including, but not limited to ATL and BTL campaigns, PR Campaigns, Social Media Campaigns, Brand campaigns, Tactical / Reactive campaigns), as defined by the client brief and an agreed scope of work and cost estimate.

To develop creative campaigns from initial high-level territories through to final client agreed concept development across a range of through the line channels (as defined and agreed

with SWR), prior to going into production.

To ensure creative consistency through the application and development of SWR's brand guidelines.

To oversee and sign-off the pre- and post-production process including all design, copy, imagery, AV content and build to an agreed media plan (as agreed with SWR in writing), ensuring all aspects of a campaign meet with the agreed objectives and signed-off concept.

On the SWR's request, act as creative lead where other external agencies are producing deliverables for the Client. The Agency will work collaboratively with all external agencies as appointed by the Client to ensure optimum output and synergy through the line.

Account and project management:

To update SWR weekly on the progress of all projects, plus quarterly review meetings to discuss performance and financial housekeeping.

To secure all necessary sign-offs and approvals from authorised personnel as required during the campaign development process.

Manage the budget and update SWR as frequently as required (and at least weekly) to ensure that the projects are delivered within the agreed budgets as defined in the scope of work for each.

Ensure that all projects are proceeding in accordance with the agreed timetable, and promptly communicate to SWR any delay or potential delay to the Client

Ensure that all projects are proceeding in accordance with the agreed scope of work and / or contract, and promptly communicate any proposed deviations from the services listed, or in a separate scope of work, provided that any deviations may only be made once agreed by SWR in writing.

Notify in advance if a project will require additional fees, and provide to SWR a breakdown of the time needed - outlining the hours assigned to each member of the Suppliers personnel so that SWR can review and agree in writing how to proceed before any additional services can commence.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £800,000

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

Duration in months

12

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Production Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

To develop finished campaign assets to an agreed specification as agreed with SWR

To source, oversee and manage suitable 3rd party suppliers and external agencies to produce assets as agreed with SWR, securing the necessary usage rights

To oversee the pre-production, production and post-production process to an agreed scope of work ensuring work is delivered on time and on budget to media owners as defined in the scope of work for each project, and any associated client approved media plans.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,150,000

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

Duration in months

12

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

10 March 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

First MTR South Western Trains Limited

London

Country

United Kingdom