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Contract

## Media and Creative Services

Crown Commercial Service

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-003578

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

Published 15 January 2026, 3:09pm

## Scope

## Reference

RM6364

## Description

Crown Commercial Service, as the Authority, has put in place an agreement providing 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 is 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.

The framework has been established as follows:

Lot 1 and Lot 2: for 4 years and 6 months which includes an initial 6 month non-trading mobilisation period.

Lots 3, and 7: 4 years.

## **Commercial tool**

Establishes a framework

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## **Lot 1. Media Strategy, Planning and Buying**

### **Description**

Media Strategy, Planning and Buying, including provision of a marketing operating system planning. (one place)

## **Lot 2. Out of Home Media Buying**

### **Description**

Access services relating to buying outdoor advertising space including print space on bus shelters, tube stations and billboards. (one place)

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## **Lot 3. Media Strategy and Planning**

### **Description**

Paid, owned, earned planning. International and Domestic capability. (one place)

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## **Lot 7. Integrated End-to-end Campaigns**

### **Description**

Fully integrated agency providing media planning, buying, creative, production, partnerships, marketing and PR. (three places)

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## **Framework**

### **Maximum percentage fee charged to suppliers**

1%

## **Further information about fees**

See Framework Schedule 5 (Management Charges and Information) of the framework contract documents within the tender documents.

## **Framework operation description**

Refer to Framework Schedule 7 (Call-Off Award Procedure) for details of the competitive selection processes for the award of contracts under this framework.

## **Award method when using the framework**

Either with or without competition

## **Contracting authorities that may use the framework**

Please refer to attachment RM6364 Media and Creative Services - Customer List.

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## **Contract 1. Lot 1 - Media Strategy, Planning and Buying**

## **Lots**

Lot 1. Media Strategy, Planning and Buying

## **Supplier**

- WAVEMAKER LIMITED

## **Contract value**

- £1,500,000,000 excluding VAT
- £1,800,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

## **Date signed**

8 December 2025

## **Contract dates**

- 18 December 2025 to 14 June 2030
- 4 years, 5 months, 28 days

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

## **Signed contract documents**

[Pol\[T\] - 008 FTS Customer List - RM6364.docx](#)

Customer List

[Redacted RM6364 Framework Award Form v1.0 .docx](#)

Redacted Framework Award Form

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## **Contract 2. Lot 2 - Out of Home Media Buying**

### **Lots**

Lot 2. Out of Home Media Buying

### **Supplier**

- Kinetic Worldwide Limited

### **Contract value**

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

### **Date signed**

8 December 2025

### **Contract dates**

- 18 December 2025 to 14 June 2030
- 4 years, 5 months, 28 days

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services

- 92210000 - Radio services
- 92220000 - Television services

## **Signed contract documents**

[Pol\[T\] - 008 FTS Customer List - RM6364.docx](#)

Customer List

[Redacted RM6364 Framework Award Form v1.0 .docx](#)

Redacted Framework Award Form

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## **Contract 3. Lot 3 - Media Strategy and Planning**

### **Lots**

Lot 3. Media Strategy and Planning

### **Supplier**

- OMD Group Limited

### **Contract value**

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

### **Date signed**

8 December 2025

### **Contract dates**

- 18 December 2025 to 14 January 2030
- 4 years, 28 days

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

### **Signed contract documents**

[Pol\[T\] - 008 FTS Customer List - RM6364.docx](#)

Customer List

[Redacted RM6364 Framework Award Form v1.0 .docx](#)

Redacted Framework Award Form

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## **Contract 4. Lot 7 - Integrated End-to-end Campaigns**

### **Lots**

Lot 7. Integrated End-to-end Campaigns

### **Suppliers (3)**

- DIGITAL UNLIMITED GROUP
- Havas UK Limited
- M&C Saatchi (UK) Limited

### **Contract value**

- £50,000,000 excluding VAT
- £60,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

## **Date signed**

8 December 2025

## **Contract dates**

- 18 December 2025 to 14 January 2030
- 4 years, 28 days

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

## **Signed contract documents**

[Pol\[T\] - 008 FTS Customer List - RM6364.docx](#)

Customer List

[Redacted RM6364 Framework Award Form v1.0 .docx](#)

Redacted Framework Award Form

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**Other information**

**Applicable trade agreements**

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

**Conflicts assessment prepared/revised**

Yes

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**Procedure**

**Procedure type**

Open procedure

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**Suppliers**

**DIGITAL UNLIMITED GROUP**

- Companies House: 00210505

7-11 Lexington Street

London

W1F 9AF

United Kingdom

Email: [governmenttenders@unlimitedgroup.com](mailto:governmenttenders@unlimitedgroup.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 4

## **Havas UK Limited**

- Companies House: 02821174

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: [havasnbt@havas.com](mailto:havasnbt@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 4

### **Kinetic Worldwide Limited**

• Companies House: 01827251

18 Upper Ground

London

SE1 9GL

United Kingdom

Email: [WPPMediaUKGov@wppmedia.com](mailto:WPPMediaUKGov@wppmedia.com)

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2

**M&C Saatchi (UK) Limited**

- Companies House: 03003693

36 Golden Square

London

W1F 9EE

United Kingdom

Email: [new.business@mcsaatchi.com](mailto:new.business@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 4

**OMD Group Limited**

- Companies House: 02078820

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

United Kingdom

Email: [mgomdgovernment@manninggottliebomd.com](mailto:mgomdgovernment@manninggottliebomd.com)

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3

## **WAVEMAKER LIMITED**

- Companies House: 04078547

Sea Containers

London

SE1 9ET

United Kingdom

Email: [Governmentresponse.London@wmglobal.com](mailto:Governmentresponse.London@wmglobal.com)

Website: <https://wavemakerglobal.com>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## Contracting authority

### Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

9th Floor, 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

