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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): ocds-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

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)

Lot 3. Media Strategy and Planning

Description

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

Lot 7. Integrated End-to-end Campaigns

Description

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

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.

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

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

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

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

Other information

Applicable trade agreements

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

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Suppliers

DIGITAL UNLIMITED GROUP

- Companies House: 00210505

7-11 Lexington Street

London

W1F 9AF

United Kingdom

Email: 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: havasnb@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

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

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

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

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

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

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

Region: UKD72 - Liverpool

Organisation type: Public authority - central government

