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Planning

Marketing Services

Transport for Wales

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004727

Procurement identifier (OCID): ocids-h6vhtk-05efd7 ([view related notices](#))

Published 20 January 2026, 11:41am

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Scope

Reference

C001301.00

Description

TfW is looking to procure a Marketing Services Multi Lot Framework that will enable us to continue building and establishing our accessible, bilingual, distinctive and multimodal brand at a pivotal point in our development.

The future procurement is expected to be structured into four distinct lots, each covering a specialist area of marketing delivery:

Lot 1. Digital and Performance Marketing

Provide expert digital and performance marketing across all digital channels (owned,

earned and paid) to drive customer acquisition and retention, enhance customer experience and drive modal shift. Optimise targeting and analytics to drive measurable ROI.

Lot 2. Marketing Effectiveness and Evaluation

Measure and evaluate campaign and brand performance through advanced econometrics, attribution modelling, and ongoing insights. This includes ROI analysis, revenue attribution, assessing media impact, investment allocation, and providing strategic recommendations.

Lot 3. Creative and Advertising Campaigns

Provide creative expertise to design, deliver and manage impactful advertising campaigns (content production and asset delivery) across paid, owned, and earned channels to maximise growth and commercial revenues. Harness insight-driven strategies and ideas to shape our brand and marketing direction, backed by solid research, testing, and ongoing optimisation for agile, tactical, and behavioural campaigns.

Lot 4. Events and Brand Activation

Plan, manage, and deliver on-brand experiential and consumer events aligned with marketing strategies and campaigns, conferences and exhibitions. Provide end-to-end services such as staffing, AV, talent booking, brand activations, and full logistics for all experiential activities.

Commercial tool

Establishes a framework

Total value (estimated)

- £36,999,999 excluding VAT
- £44,400,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 6 July 2026 to 31 October 2030
- 4 years, 3 months, 26 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 79952000 - Event services
- 79340000 - Advertising and marketing services

Contract locations

- UKL - Wales

Engagement

Engagement deadline

12 February 2026

Engagement process description

Transport for Wales (TfW) will host a Supplier Engagement Event on:

Date: Wednesday 11 February 2026

Time: 2:00pm – 4:00pm

Location: Details will be provided after registration.

All suppliers wishing to attend must complete the registration form (link below) to secure a place.

Event Agenda

Welcome and introductions

Housekeeping

Background

Procurement strategy

Lotting structure

Tender process

Timeline

Questions and answers

If you would like to take part but cannot attend in person, please still complete the registration form and select the option to receive the Supplier Engagement presentation pack.

Please use this link to register. <https://forms.office.com/e/M4vV0HTVxX>

If you have issues with the link, please copy and paste the following into your browser.

<https://forms.office.com/e/M4vV0HTVxX>

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

2 March 2026

Contracting authority

Transport for Wales

- Companies House: 09476013

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Pontypridd

CF37 4TH

United Kingdom

Contact name: Rachel Probert

Email: supplychain@tfw.wales

Website: <https://tfw.wales/>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales