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Contract

Provision of creative Marketing Agency Services for TPE and the TransPennine Route Upgrade Project

TransPennine Express Limited

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-006091

Procurement identifier (OCID): ocids-h6vhtk-02ef19

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Section I: Contracting entity

I.1) Name and addresses

TransPennine Express Limited

LONDON

W2 1AF

Email

FRH-procurement.indirects@firstrail.com

Country

United Kingdom

NUTS code

UKD - North West (England)

Internet address(es)

Main address

[uk,www.tpexpress.co.uk](http://uk.www.tpexpress.co.uk)

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of creative Marketing Agency Services for TPE and the TransPennine Route Upgrade Project

Reference number

FX412

II.1.2) Main CPV code

- 63711000 - Support services for railway transport

II.1.3) Type of contract

Services

II.1.4) Short description

Campaign Development & Delivery

The Agency will be responsible for development and delivery of integrated through-the-line marketing campaigns for the Client to meet a written set of agreed KPIs and objectives. The detail of such campaigns will be defined in a brief with the ITN and subsequent Scope of Work. Work will include, but is not limited to:

- Transpennine Route Upgrade (TRU) - as the primary customer-facing beneficiary of the Transpennine Route Upgrade, train-operator TransPennine Express has a unique responsibility to lead the programme's marketing activity, working collaboratively with Rail North Partnership, Network Rail and Northern. This is a new brief for a powerful consumer marketing campaign to promote the improvements and the Agency will take the high-level campaign narrative and neutral brand which is currently being worked on and develop it into a marketing campaign to launch in Spring 2022. TransPennine Express revenue

recovery/generating marketing campaigns. TransPennine Express has a successful brand campaign that we want to build on and explore the characters in more detail. We will be looking for the Agency to support us in evolving this brand campaign concept. TransPennine Express also runs other smaller, tactical and reactive campaigns throughout the year.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

The Agency will be responsible for development and delivery of integrated through-the-line marketing campaigns for the Client to meet a written set of agreed KPIs and objectives.

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-026540](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 March 2022

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

First TransPennine Express Limited

London

W2 1AF

Country

United Kingdom