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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): ocds-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](mailto: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

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## **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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

First TransPennine Express Limited

London

W2 1AF

Country

United Kingdom