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Award

V&A East Museum Media Buying

Victoria and Albert Museum

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006935

Procurement identifier (OCID): ocds-h6vhtk-060f3e ([view related notices](#))

Published 27 January 2026, 10:05am

Scope

Reference

VA/CON/F25/60

Description

We are launching our new museum in east London on April 18, 2026. The launch of V&A East Museum is a pivotal moment for the V&A. It presents a unique opportunity to attract both existing and entirely new audiences. We needed a holistic media strategy that will not only attract entirely new audiences but also span the launch of the Museum and its inaugural temporary exhibition - The Music is Black: A British Story. In order to reach these new audiences who wouldn't normally consider going to a Museum, we needed a bespoke media campaign that would show up unlike any campaign the target audience will have experienced from a museum.

For this campaign, we opted to use Manning Gottlieb OMD (a division of OMD Group Limited) as the provider of Media Services under CCS framework agreement RM6123. We chose this framework as it offered a compliant and speedy route to market with a single supplier that had an excellent reputation, and our initial conversation with them showed that they could meet their brief.

Despite our intention to use the CCS framework, it has since emerged that this is not feasible for the reasons set out in the associated transparency notice.

Contract 1

Supplier

- OMD GROUP LIMITED

Contract value

- £299,875 excluding VAT
- £359,850 including VAT

Above the relevant threshold

Award decision date

27 January 2026

Standstill period

- End: 5 February 2026
- 8 working days

Earliest date the contract will be signed

6 February 2026

Contract dates (estimated)

- 7 February 2026 to 6 August 2026
- 6 months

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Option to vary the media required for the campaign to allow for flexibility

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKI - London

Procedure

Procedure type

Direct award

Supplier

OMD GROUP LIMITED

- Companies House: 02078820
- Public Procurement Organisation Number: PZNX-4753-GTZL

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

United Kingdom

Email: mgomdgovernment@manninggottliebomd.com

Website: <https://www.mgomd.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

Victoria and Albert Museum

- Public Procurement Organisation Number: PQLN-4536-WVGN

Cromwell Road

London

SW7 2RL

United Kingdom

Email: procurement@vam.ac.uk

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Organisation type: Public authority - central government