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Planning

GLA 82034 - Collaborative Media Planning & Buying

Transport for London

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-008485

Procurement identifier (OCID): ocids-h6vhtk-0327bf

Published 30 March 2022, 8:20am

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E20 1JN

Contact

Mrs Eleanor Spicer

Email

ELEANORSPICER@TFL.GOV.UK

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://tfl.gov.uk>

Buyer's address

<https://tfl.gov.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

GLA 82034 - Collaborative Media Planning & Buying

Reference number

DN602810

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for London (TfL) intends to commence a procurement process for the creation of a single supplier Framework Agreement for the provision of media planning and buying services. This notice intends to alert the market of the upcoming opportunity only.

The successful Media Agency will plan media strategies and buy media space for marketing purposes, public consultations as well as recruitment campaigns.

The Opportunity will be open to TfL, the wider GLA Group and London and Partners (together known as 'the Authorities'. Full details of the Authorities to be included as part of the Framework Agreement will be confirmed within the Contract Notice.

The tender will be issued via TfL's e-tendering system - ProContact. Please ensure that you are registered to be able to access tender documentation.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This requirement seeks a best-in-class Media Agency that will deliver media neutral integrated behaviour change and recruitment marketing communications, strategic planning

and implementation. This includes the ability to deliver paid for media partnerships and associated content development and delivery and consultations.

Media planning and buying requirements across the Authorities are:

- Media strategic thinking and planning
- Media buying
- Planning of other free or owned media that TfL or GLA Group may access over time.
- Working in collaboration with the through the line creative agency and the roster of creative agencies or in-house creative teams to deliver integrated strategic planning and media neutral communications.
- Inputting to the development of an agreed set of metrics for all activity, reviewing progress

against them and providing recommendations on how to optimise activity to meet the Key Performance Indicators (KPIs).

- Optimising client investment in the digital arena and the implications for any client databases and websites

Budget setting as part of the integrated communications planning process to reflect the planning and brand priorities for each fiscal year and beyond

- Creating mobilisation plans in preparation to respond urgently to high priority / high profile

briefs following an unexpected event

- Keeping the client teams up to date on key market and industry developments
- Clash management
- Digital frequency management
- Brand safety- regularly reviewing the requirements and ensuring brand safety guidelines are

adhered to

- Measuring and reporting on Ad Viewability

- Ensuring any content created through partnerships meets the GLA Group's standards for

accessibility.

- Reporting on on-going campaign performance including media related metrics, Post-Click Automation (PCA)s, identifying learnings and recommendations for current and future activity.
- Investigating and maximising opportunities for brand surveys by media partners at low cost

or added value as part of a media buy.

- Research and evaluation of activity including public sector polling, and econometric modelling.

- Emergency processes – the ability to pause all communications based on agreed criteria

and timelines.

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

This contract is subject to renewal

Yes

Description of renewals

It is expected that a Framework Agreement will be awarded for a duration of four (4) years and will include break clauses as deemed suitable by the TfL.

II.3) Estimated date of publication of contract notice

11 April 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes