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Contract

NEX22/55 Creative Services

Nexus

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-009993

Procurement identifier (OCID): ocds-h6vhtk-0372dd

Published 5 April 2023, 3:22pm

Section I: Contracting entity

I.1) Name and addresses

Nexus

33 St James' Blvd

Newcastle upon Tyne

NE14AX

Contact

Julie Warnett

Email

tenders@nexus.org.uk

Telephone

+44 7879667318

Country

United Kingdom

Region code

UKC22 - Tyneside

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<http://www.nexus.org.uk>

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

NEX22/55 Creative Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Nexus wish to appoint a supplier for the provision of Creative Services for Tyne and Wear Metro and The Shields Ferry. The supplier should be able to provide Creative Services for Nexus that delivers against key marketing objectives. The creative outputs should positively impact on the brand in question. The requirements will be briefed according to campaign and defined target market. Requirements could range from a one off jpeg required for social media to developing, testing and executing the creative for large scale

media campaigns that include multiple formats not limited to TV, out of home (OOH), radio and digital. It is anticipated that the contract will be for an initial period of 24 months with an option to extend for up to a further 24 months at Nexus discretion.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 32417000 - Multimedia networks
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

II.2.4) Description of the procurement

Nexus wish to appoint a supplier for the provision of creative services for Tyne and Wear Metro to undertake marketing activities to support their objectives.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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: [2022/S 000-027857](#)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Nexus

Newcastle Upon Tyne

Newcastle

NE1 4AX

Country

United Kingdom