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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](mailto: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

[www.nexus.org.uk](http://www.nexus.org.uk)

**I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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**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

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## **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](#)

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## **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)

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## **Section VI. Complementary information**

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

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

Nexus

Newcastle Upon Tyne

Newcastle

NE1 4AX

Country

United Kingdom