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Award

Brand Response Campaign

Transport for Wales

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-011835

Procurement identifier (OCID): ocds-h6vhtk-04fa39 ([view related notices](#))

Published 28 March 2025, 3:31pm

Scope

Reference

C001178.00

Description

The provision of a new agency partner to support with Transport for Wales' (TfW) Brand Response Campaign.

Develop a new, long-term brand response campaign for TfW that will strongly resonate with and shift perception of our key target audiences to build revenue and market share, and excite and motivate our internal teams and key stakeholders.

Key deliverables:

- Brand response creative platform and concept development - strategic and creative services.
- Activation campaign concepts and development - strategic and creative services.

- Account Management and reporting against deliverables and budget.
 - Development of always-on messaging matrix.
 - Production of media assets in line with media plan delivery - including TV and radio.
 - Creation of campaign guidelines and supply of raw asset files to TfW and partner agencies.
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Contract 1. C001178.00 - Brand Response Campaign

Supplier

- [Lucky Generals Ltd](#)

Contract value

- £1,500,000 excluding VAT
- £1,800,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

7 April 2025

Contract dates (estimated)

- 8 April 2025 to 7 April 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UKL - Wales

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- User choice contract
- Single supplier - unique work of art or performance

With growing marketing contribution revenue targets to deliver in 25/26 and beyond, a new agency partner, with a proven track record in working with large brands, expertise and capability in behavioural change, was required to develop a creative platform and campaign that will drive behavioural change and modal shift to grow our long-term market share and enable us to reinvest profits into the transport network.

The appointment will provide best value by aligning directly with the delivery of our revenue targets and Welsh Government strategic directives, ensuring seamless delivery of the brand response campaign through a specialised agency with expertise in similar high-profile campaigns.

Supplier

Lucky Generals Ltd

- Public Procurement Organisation Number: PHCB-9989-JMLR

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London

SE1 0SW

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Telephone: 0203 371 6360

Email: HQ@luckygenerals.com

Website: <https://luckygenerals.com/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. C001178.00 - Brand Response Campaign

Contracting authority

Transport for Wales

- Public Procurement Organisation Number: PPHD-4211-XYXJ

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: TfW Procurement

Telephone: 02921673434

Email: Procurement@tfw.wales

Website: <https://tfw.wales/>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales