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Contract

Corporate Design Contract

Transport for London

F03: Contract award notice

Notice identifier: 2026/S 000-015152

Procurement identifier (OCID): ocds-h6vhtk-0657f3

Published 19 February 2026, 11:26am

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E201JN

Contact

Mark Flegg

Email

markflegg@tfl.gov.uk

Country

United Kingdom

Region code

UKI41 - Hackney and Newham

Companies House

06745516

Internet address(es)

Main address

<https://www.tfl.gov.uk/info-for/suppliers-and-contractors/>

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

Corporate Design Contract

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A full-service Creative agency is required to provide on-going support to TfL Customer Marketing & Behaviour Change (CMBC), TfL Design, Consultation and Places for London teams for various campaign activities.

This Agreement will enable TfL to implement successful marketing and consultation campaigns in support of business objectives, specifically to deliver campaign materials.

The chosen Creative agency's scope of work will include:

- Creation of concepts for Customer Marketing & Behaviour Change and Consultation campaigns
- Execution of concepts into campaign assets across all type of media such as print, posters, online, social media and radio
- Adaptation of existing creative concepts
- Customer information e.g. posters, press ads, online ads, leaflets, letters, timetables, face to face activity etc.
- Events and exhibitions on an ad hoc project basis
- Translation services
- Face to Face marketing

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £2,064,526 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London

- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Transport for London (TfL) requires 2D corporate design campaign services, to be provided by creative design agencies to support several business units (BU), including Customer Marketing and behaviour Change (CMBC), Design and Public Consultation, to support with the creative development of design and communications.

The outcome of such designs, aids each of the BU to solve problems and deliver target business to customer (B2C) communication and marketing services. Print of any literature derived from the designs, are excluded from this requirement.

This is a zero spend contract, where works are requested on an adhoc basis. TfL is only committed to spend at the point that we 'call off' from this contract

II.2.5) Award criteria

Cost criterion - Name: Financial / Weighting: 40%

Cost criterion - Name: Technical / Weighting: 50%

Cost criterion - Name: Social Value / Weighting: 10%

II.2.11) Information about options

Options: Yes

Description of options

This is a two year contract with the option to extend plus 1, plus 1

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Call off from CCS RM6124 DPS - Under PCR2015.

Categories were filtered by selection available on the CCS.

All suppliers were sent an early market engagement to complete and would allow us to register them to SAP Ariba.

An expression of interest, was then sent out to all suppliers a further two times to allow us to register them to SAP Ariba

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

CW86403 - TfL96808

Lot No

1

Title

Corporate Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 February 2026

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Definition Group

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

14192023

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £2,000,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Transport for London

London

Country

United Kingdom