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Award

Creative Media Productions

Department for Work & Pensions

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-015837

Procurement identifier (OCID): ocds-h6vhtk-0659a3

Published 20 February 2026, 4:33pm

Scope

Description

We require an agency to work across all campaigns in the DWP Communications Directorate & HSE, that can adapt our core creative work, producing asset variations that are impactful and optimised to media channels. The main work areas include but are not limited to Pensions, Labour Market and Fraud and Error communications.

Commercial tool

Establishes a framework

Contract 1. Creative Media Productions

Supplier

- TAG Europe Limited

Contract value

- £950,000 excluding VAT
- £1,140,000 including VAT

Below the relevant threshold

Award decision date

20 February 2026

Earliest date the contract will be signed

27 March 2026

Contract dates (estimated)

- 28 March 2026 to 27 March 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
-

Procedure

Procedure type

Below threshold - without competition

Supplier

TAG Europe Limited

1 - 5 Poland Street

London

W1F 8PR

United Kingdom

Email: teamtag.gov@tagww.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Creative Media Productions

Contracting authority

Department for Work & Pensions

- Public Procurement Organisation Number: PJCP-7274-TLRQ

Caxton House, 6-12 Tothill Street, London, SW1H 9NA

London

SW1H 9NA

United Kingdom

Email: cd.foiandpq@dwp.gov.uk

Website: <https://www.gov.uk/government/organisations/department-for-work-pensions>

Region: UKI32 - Westminster

Organisation type: Public authority - central government