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Award

Marketing Advertisement & Creative Services Framework

London Legacy Development Corporation

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

Notice identifier: 2026/S 000-015866

Procurement identifier (OCID): ocds-h6vhtk-05e7de ([view related notices](#))

Published 20 February 2026, 7:05pm

Scope

Reference

PIP-251016-01

Description

London Legacy Development Corporation (LLDC) is procuring a new Marketing, Advertising & Creative (MAC) Services Framework to deliver high-quality, insight-driven and audience-focused marketing activity across Queen Elizabeth Olympic Park (QEOP) and the wider LLDC estate. The Framework will comprise two lots:

Lot 1 – Strategic Marketing Delivery Partner: providing strategic planning, campaign development, integrated marketing delivery, content strategy, data insight, channel planning and ongoing support for Park-wide programmes, seasonal campaigns and major cultural, sporting and community events.

Lot 2 – Creative, Design & Campaign Services: providing agile, project-based creative outputs including design, visual identity development, campaign artwork, content creation (video, photography, digital assets), copywriting, social content, on-site activations and production support.

The Framework will support the full breadth of LLDC's marketing and communications requirements, including brand development, visitor attraction campaigns, placemaking, cultural programming, community engagement, youth programmes, digital communications, event promotion and strategic stakeholder-facing materials.

The Framework is designed to accommodate both a long-term strategic partner and a diverse pool of creative agencies, ensuring capacity, agility, innovation and best value for publicly funded marketing. Commissions will be issued via call-off contracts based on need, with no guaranteed minimum spend.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1015339553>

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Description

The appointed Partner will act as LLDC's strategic lead agency, providing services across marketing and campaign ideation, planning, delivery and evaluation. direction and integrated planning required to guide future marketing and communications activity.

Typical deliverables may include but are not limited to campaign concept ideation, media planning and buying, creative delivery, day to day management of paid advertising, account management and regular campaign performance reporting.

Lot 2. Lot 2 - Creative, Design and Campaign Services

Description

Suppliers appointed to this lot will deliver creative execution and campaign production across a range of formats and channels. This may include design, art working, content creation, copywriting, photography, videography, digital assets, paid social creative, print-ready artwork, and campaign delivery materials. Teams must be flexible, multi-disciplinary, and able to respond to fast-turnaround requests as well as larger, structured campaign briefs. Suppliers should be able to incorporate inclusive design principles and support LLDC's engagement ambitions through accessible, diverse, and community-aware creative outputs.

Contract 1. Lot 1 - Strategic Marketing Delivery Partner

Lots

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Supplier

- Aka Promotions Ltd

Contract value

- £15,000,000 excluding VAT
- £18,000,000 including VAT

Above the relevant threshold

Award decision date

11 February 2026

Date assessment summaries were sent to tenderers

11 February 2026

Standstill period

- End: 3 March 2026
- 8 working days

Earliest date the contract will be signed

5 March 2026

Contract dates (estimated)

- 6 March 2026 to 25 February 2034
- 7 years, 11 months, 20 days

Main procurement category

Services

CPV classifications

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

- 79342000 - Marketing services
- 79342100 - Direct marketing services

Contract locations

- UKI4 - Inner London - East
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Contract 2. Lot 2 – Creative, Design and Campaign Services

Lots

Lot 2. Lot 2 - Creative, Design and Campaign Services

Suppliers (5)

- Anatomy Brands Ltd
- LCA COMMUNICATIONS LIMITED
- MBC Studios Ltd (TOAD trading name)
- Spy Studio
- The Elephant Room

Contract value

- £35,000,000 excluding VAT
- £42,000,000 including VAT

Above the relevant threshold

Award decision date

11 February 2026

Date assessment summaries were sent to tenderers

11 February 2026

Standstill period

- End: 3 March 2026
- 8 working days

Earliest date the contract will be signed

5 March 2026

Contract dates (estimated)

- 6 March 2026 to 25 February 2034
- 7 years, 11 months, 20 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

- 79341400 - Advertising campaign services
- 79342000 - Marketing services

Contract locations

- UKI - London
- UKI4 - Inner London - East
- UKI3 - Inner London - West

Information about tenders

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

- 15 tenders received
- 1 tender assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Lot 2. Lot 2 - Creative, Design and Campaign Services

- 15 tenders received
- 5 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 5 suppliers awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

Aka Promotions Ltd

- Companies House: 03380689

115 Shaftesbury Avenue,

London

WC2H 8AD

United Kingdom

Contact name: Abi Dempsey

Email: abidempsey@akauk.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Strategic Marketing Delivery Partner

Anatomy Brands Ltd

- Companies House: 10072557

CHG.04 (The Undercroft) Kennington Park, 1-3 Brixton Road

London

SW9 6DE

United Kingdom

Contact name: Hugh Stevenson

Email: hugh@anatomylondon.com

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creative, Design and Campaign Services

LCA COMMUNICATIONS LIMITED

- Companies House: 03727953

8th Floor, Berkshire House, 168-173 High, Holborn

London

WC1V 7AA

United Kingdom

Contact name: Helena Carrie

Email: helena.carrie@thisislca.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creative, Design and Campaign Services

MBC Studios Ltd (TOAD trading name)

- Companies House: 15431403

Building 15, Gateway 1000, Whittle Way

Hertfordshire

SG1 2FP

United Kingdom

Contact name: Henry Waterfall-Allen

Email: henry@toadlondon.com

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creative, Design and Campaign Services

Spy Studio

- Public Procurement Organisation Number: PRNJ-1482-DBMW

28 The Trampery, Hackney Wick

London

E3 2XT

United Kingdom

Contact name: Ben Bucket

Email: ben@spystudio.co.uk

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creative, Design and Campaign Services

The Elephant Room

- Companies House: 10563701

The Leather Market, 11-13 Weston St

London

SE1 3ER

United Kingdom

Email: info@theelephantroom.net

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creative, Design and Campaign Services

Contracting authority

London Legacy Development Corporation

- Public Procurement Organisation Number: PRCL-4221-CWJR

05 Endeavour Square, Level 09

London

E20 1JN

United Kingdom

Contact name: Fotis Bountalis

Telephone: 070000000

Email: Procurement@londonlegacy.co.uk

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government