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Planning

Media and Creative Services

Crown Commercial Service

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-017386

Procurement identifier (OCID): ocds-h6vhtk-0502d0 ([view related notices](#))

Published 28 April 2025, 3:48pm

Scope

Reference

RM6364

Description

This framework agreement will provide marketing and communication services for all public sector organisations including government departments and their agencies. This includes but is not limited to:

- media strategy, planning and buying
- creative strategy and ideation
- content production and fulfilment
- marketing events
- strategic advice, media auditing and assurance services that support the running of

marketing and communications campaigns.

This framework will consist of 8 Lots:

1. Media Strategy, Planning and Buying (1 Agency): Media Strategy, Planning and Buying, including provision of a marketing operating system Paid, owned, earned planning. Including International and Domestic capability.
2. Out of Home Media Buying (1 Agency): Access services relating to buying outdoor advertising space including print space on bus shelters, tube stations and billboards subcontract via Lot 1.
3. Media Strategy and Planning (1 Agency): Media Strategy and Planning Paid, owned, earned planning. Including International and Domestic capability.
4. Creative Strategy & Development (8 Agencies): A roster of agencies providing creative strategy and development.
5. Creative Production - (1 Agency): Production and fulfilment agency providing a digital asset management and workflow tool.
6. Events - (6 Agencies): Agencies with capability to deliver high value, strategic events.
7. Integrated end to-end Marketing - (3 Agencies): For requirements with a media budget sub £500k and a maximum campaign spend of £1m per campaign. Fully integrated agency providing media planning, buying, creative, production, partnerships, marketing and PR.
8. Marketing Audit and Advice - (1 Agency): Providing assurance on contractual commitments, pricing and strategic advice on the marketing agency ecosystem.

This agreement replaces RM6123 Media Services and RM6125 Campaign Solutions 2

Commercial tool

Establishes a framework

Total value (estimated)

- £1,400,000,000 excluding VAT
- £1,600,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 2 June 2030
- 4 years, 5 months, 2 days

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom
- GG - Guernsey
- IM - Isle of Man
- JE - Jersey
- AI - Anguilla
- BM - Bermuda
- FK - Falkland Islands

- GI - Gibraltar
- GS - South Georgia and South Sandwich Islands
- IO - British Indian Ocean Territory
- KY - Cayman Islands
- MS - Montserrat
- PN - Pitcairn, Henderson, Ducie and Oeno Islands
- SH - Saint Helena, Ascension and Tristan da Cunha
- TC - Turks and Caicos Islands
- VG - British Virgin Islands

Engagement

Engagement deadline

30 April 2025

Engagement process description

Engagement Sessions:

March 2024 - March 2025 - Current Framework Agency and Client Surveys; 121 meetings

July 2024 and March 2025 - Holding Company Market Engagement

Wednesday 2nd April 2025 - Pre-Tender Bidder Conference (open to all interested agencies)

Prior to the Act coming into force, earlier preliminary market engagement was also undertaken, and notice of it provided in an FO1 Prior Information Notice PIN (2024/S

000-019326). Details of the previous Agency engagement sessions held, and the presentation slides, are publicly available on the Crown Commercial Service website's Upcoming agreements section at this weblink:

<https://www.crowncommercial.gov.uk/agreements/RM6364>

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

14 May 2025

Contracting authority

Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

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Organisation type: Public authority - central government