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Tender

# Creative marketing and advertising agency services

FIRST TRENITALIA WEST COAST RAIL LIMITED

F05: Contract notice - utilities

Notice identifier: 2023/S 000-018313

Procurement identifier (OCID): ocds-h6vhtk-03dcf3

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## **Section I: Contracting entity**

## I.1) Name and addresses

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor The Point 37 North Wharf Road

London

**W2 1AF** 

#### Contact

Ruchiie Sehdev

#### **Email**

ruchiie.sehdev@avantiwestcoast.co.uk

## **Telephone**

+44 7773732843

## Country

**United Kingdom** 

#### Region code

UK - United Kingdom

### **Companies House**

10349442

#### Internet address(es)

Main address

http://www.avantiwestcoast.co.uk/

## I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

http://redirect.transaxions.com/events/4RGla

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

http://redirect.transaxions.com/events/4RGla

## I.6) Main activity

Railway services

# **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

Creative marketing and advertising agency services

### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The procurement of a creative agency services required will cover the following scope but not limited to:

- 1.1 Agency that can provide ongoing strategic & creative services under a pre-defined creative concept (Feel Good Travel, Turbo the Turtle, Reassurance and B2B campaigns) that has been developed by our Incumbent creative agency.
- 1.2 Agency will be required to use the incumbent Feel Good Travel creative strategy (supported by our media agency) and produce evolutionary assets / production to deliver against media strategy and owned channel requirements. Channels could include (but are not exhaustive) TV, OOH, Radio, Digital and Print.
- 1.3 Agency shall be required to produce creative communications that support all commercial activity ranging from long term demand driving to shorter term revenue driving objectives.
- 1.4 Agency shall be required to deliver creative services to support business objectives including revenue recovery, customer proposition penetration, and direct channel shift.
- 1.5 Agency that can provide day to day account management supporting BAU activity. This shall include; weekly status meetings, finance reconciliation, ad hoc requests etc.

At this stage, there is no guarantee that TV production will be required in the coming years, as this will be highly dependent on the budgets approved by the DfT in the coming years.

#### II.1.6) Information about lots

This contract is divided into lots: No

## II.2) Description

#### II.2.2) Additional CPV code(s)

79340000 - Advertising and marketing services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

#### II.2.4) Description of the procurement

AWC is looking to procure creative marketing and advertising agency services.

### II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The proposed contract duration for the procurement of these Services shall be for an initial term of three years followed by possible yearly extensions, up to 2 years maximum. i.e., 3+1+1

## II.2.10) Information about variants

Variants will be accepted: No

#### II.2.11) Information about options

Options: No

# Section IV. Procedure

## **IV.1) Description**

## IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

## IV.2) Administrative information

## IV.2.2) Time limit for receipt of tenders or requests to participate

Date

28 July 2023

Local time

4:00pm

## IV.2.4) Languages in which tenders or requests to participate may be submitted

English

# **Section VI. Complementary information**

# VI.1) Information about recurrence

This is a recurrent procurement: No

# VI.4) Procedures for review

VI.4.1) Review body

**High Court** 

London

Country

**United Kingdom**