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Planning

## **Media & Creative Services**

The Minister for the Cabinet Office acting through Crown Commercial Service (CCS)

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-019326

Procurement identifier (OCID): ocds-h6vhtk-047236

Published 24 June 2024, 3:40pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Minister for the Cabinet Office acting through Crown Commercial Service (CCS)

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

#### **Email**

[supplier@crowncommercial.gov.uk](mailto:supplier@crowncommercial.gov.uk)

#### **Telephone**

+44 3454102222

#### **Country**

United Kingdom

## **Region code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://www.gov.uk/ccs>

## **I.3) Communication**

Additional information can be obtained from the above-mentioned address

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

Other activity

Public Procurement

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Media & Creative Services

Reference number

RM6364

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

## Services

### **II.1.4) Short description**

Crown Commercial Service, as the Authority, intends to put in place an agreement for the provision of Media & Creative Services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. It is intended that this commercial agreement will be the recommended vehicle for all Media & Creative Services required by UK Central Government Departments.

This agreement replaces RM6123 Media Services which expires in December 2025.

This agreement also replaces RM6125 Campaign Solutions 2 which expires in September 2025.

The lotting structure of this framework will be determined as a result of market engagement

Further information is included in the Additional Information section VI.3.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,400,000,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 22462000 - Advertising material
- 72412000 - Electronic mail service provider
- 72413000 - World wide web (www) site design services
- 72416000 - Application service providers

- 72420000 - Internet development services
- 72421000 - Internet or intranet client application development services
- 72422000 - Internet or intranet server application development services
- 72590000 - Computer-related professional services
- 79200000 - Accounting, auditing and fiscal services
- 79311000 - Survey services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79415200 - Design consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79430000 - Crisis management services
- 79512000 - Call centre
- 79821100 - Proofreading services
- 79822300 - Typesetting services

- 79822500 - Graphic design services
- 79933000 - Design support services
- 79961000 - Photographic services
- 79962000 - Photograph processing services
- 92100000 - Motion picture and video services
- 92200000 - Radio and television services
- 92312211 - Writing agency services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Marketing & Communications Category (Marcomms) oversees 3 active Agreements covering the spectrum of Marketing and Communications capabilities delivering vital awareness, behavioural change and recruitment programmes and campaigns.

The total contract value will be up to c£2bn, including the largest Media Buying agreement in the UK.

It should be noted that whilst the majority of our customers focus on the UK, that c10% of the spend is focussed on markets beyond our shores.

<https://www.crowncommercial.gov.uk/agreements/category/marcomms-research>

The Agreements are time bound, and typically have a fixed roster of suppliers. The Framework may be broken into Lots, to reflect more granular or specific requirements.

In 2025 we will be taking the below framework agreements to market:

Media Services (RM6213)

Campaign Solutions (RM6125)

Our aspiration is to put in place an Agreement(s) that continue to deliver excellent options

for our Central Government customer base, but are even more attractive to the Wider Public Sector so that the benefits our suppliers and agencies bring can be delivered more broadly.

Communications Marketplace (RM6124) - has been extended until September 2027. We will take feedback during this market engagement period to enhance the current offering, however, we will focus strategically on the replacement of this in 2025/2026.

As we develop the replacement routes for these critical Framework agreements, we are engaging key stakeholder groups. Key Stakeholder groups include;

1. Business Partner - Government Communication Service - a pioneer in shaping the future solutions for public sector clients
2. Other Government and Public Sector Customers - Existing and potential
3. Agencies - Existing and potential agencies, including Holding Companies
4. Industry Bodies - including ISBA, IPA

## **II.2.14) Additional information**

This lot is for holding structure only. The final lot structure will be determined as part of market engagement.

## **II.3) Estimated date of publication of contract notice**

8 January 2025

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## Section VI. Complementary information

### VI.3) Additional information

A Future Opportunity on contract finder can be found here:

<https://www.contractsfinder.service.gov.uk/Notice/535ed5ac-12e9-4b31-b2f6-72e06ba0d16b>

This PIN acts as a signal of intention to continue market engagement with those within the marketing and advertising industry.

Crown Commercial Service intends to hold further market engagement sessions from July 2024 onwards with agencies interested in potentially bidding for this commercial agreement.

If you are interested in attending a market engagement session please register your interest by way of email to the Marcomms Category Team. You will need to include "Media and Creative Services (RM6364) agency" in the subject field of your email. Please include the following details:

agency name

contact name

job title of contact (including responsibility within your agency)

contact phone number

contact email

service types offered (see description above)

agency website link

We will invite interested parties to our market engagement sessions and notify them of our intention to release our Invitation to Tender. If you are having any access issues you can email [info@crowncommercial.gov.uk](mailto:info@crowncommercial.gov.uk).

Crown Commercial Service (CCS) will use an eSourcing system for this competition. The eSourcing system we will use is

[<https://crowncommercialservice.bravosolution.co.uk>]. Please note that, to register, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation

which you are registering, who will be entering into a contract if invited to do so.

The value is an indicative value over 4 years.

The publication date is the estimated date of publication, please refer to the CCS website page [<https://www.crowncommercial.gov.uk/agreements/RM6364>] and monitor Find A Tender Service for the publication of the contract notice.