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Contract

Brand Agency Services

FIRST TRENITALIA WEST COAST RAIL LIMITED

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-019606

Procurement identifier (OCID): ocids-h6vhtk-0371eb

Published 10 July 2023, 11:59am

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

<https://www.avantiwestcoast.co.uk/>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand 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

All participating Tenderer's will need to demonstrate a broad range of expertise in the Brand

Strategy and Design space, with the aim to improve external brand awareness, external/internal brand engagement and build trust with Avanti West Coast.

Strategic brand and design projects are currently outsourced on an ad hoc basis at Avanti West Coast due to the available capacity within the in-house Design Studio. The agency should decrease reliance on our in-house team to cover all bases of strategic thinking, ideation, execution and follow-up.

A key objective for Avanti West Coast is to improve brand awareness and brand power. The

Tenderer's will support this through strategic development of our brand proposition

including visual identity, personality and tone of voice. The agency should bring fresh ideas

that help us think more creatively, courageously and with a new perspective.

Avanti West Coast require a full-service brand agency with proven experience in delivering

strategic brand and design briefs. The chosen agency will need to demonstrate a clear grasp

of strategic brand direction as well as creative development to increase brand awareness, and trust with the brand. The agency should have flexibility to dial up or dial down support according to needs, whether it's ideas, implementation strategic or delivery of these

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

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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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-027518](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 April 2023

V.2.2) Information about tenders

Number of tenders received: 1

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom