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Contract

## **Media Planning and Buying**

London North Eastern Railway Ltd.

F03: Contract award notice

Notice identifier: 2023/S 000-021252

Procurement identifier (OCID): ocds-h6vhtk-038b40

Published 24 July 2023, 11:06am

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

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

London North Eastern Railway Ltd.

York

#### **Contact**

Bianca Loftus

#### **Email**

[Bianca.Loftus@lner.co.uk](mailto:Bianca.Loftus@lner.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

[www.LNER.co.uk](http://www.LNER.co.uk)

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

Body governed by public law

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

Other activity

Railway Services

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### **Section II: Object**

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

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

Media Planning and Buying

Reference number

DN1528

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

- 79340000 - Advertising and marketing services

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

Services

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

Plan media strategies and / or buy media inventory and / or advertising space across the full marketing mix

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

This contract is divided into lots: Yes

##### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £24,660,000 / Highest offer: £42,960,000 taken into consideration

## **II.2) Description**

### **II.2.1) Title**

Media Planning

Lot No

1

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

- 79341000 - Advertising services

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

NUTS codes

- UK - United Kingdom

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

Plan media strategies across the full marketing mix

### **II.2.5) Award criteria**

Quality criterion - Name: Financial / Weighting: 30

Quality criterion - Name: Ways of Working / Weighting: 5

Quality criterion - Name: Planning Approach / Weighting: 10

Quality criterion - Name: Response to brief for a multi channel brand campaign /  
Weighting: 15

Quality criterion - Name: Always on conversion driving activity / Weighting: 15

Quality criterion - Name: Transition Plan / Weighting: 5

Quality criterion - Name: Legal and Risk Allocation / Weighting: 5

Quality criterion - Name: Media Planning tools / Weighting: 5

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 40

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Media Buying

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UK - United Kingdom

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

Buy media inventory and / or advertising space across the full marketing mix

### **II.2.5) Award criteria**

Quality criterion - Name: Financial / Weighting: 40

Quality criterion - Name: Team and ways of working / Weighting: 5

Quality criterion - Name: Performance Marketing Expertise and Management / Weighting: 10

Quality criterion - Name: Competitive Buying / Weighting: 5

Quality criterion - Name: Activation and Optimisation Tools / Weighting: 5

Quality criterion - Name: Innovation and creativity in media placement / Weighting: 5

Quality criterion - Name: Impact, measurement and reporting / Weighting: 5

Quality criterion - Name: Seamless transition / Weighting: 5

Quality criterion - Name: Media buying tools and digital best practice / Weighting: 5

Quality criterion - Name: Legal and risk allocation changes / Weighting: 5

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Competitive procedure with negotiation

#### **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 000-034568](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

1

### **Lot No**

1

### **Title**

Media Planning

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2023

**V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

MG OMD (A Division of OMD Group Limited)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £660,000 / Highest offer: £960,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

2

### **Lot No**

2

### **Title**

Media Buying

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

MG OMD (A Division of OMD Group Limited)

London

Country



United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £24,000,000 / Highest offer: £42,000,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

London North Eastern Railway Limited

York

Country

United Kingdom