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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

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.LNER.co.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Railway Services

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

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

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

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

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United Kingdom

NUTS code

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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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

London North Eastern Railway Limited

York

Country

United Kingdom