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Contract

## **Media Planning and Buying**

London North Eastern Railway Ltd.

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-021489

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

Published 25 July 2023, 2:22pm

### **Section I: Contracting entity**

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

London North Eastern Railway Ltd.

York

#### **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.6) Main 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.2) Description**

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

Media Planning

Lot No

1

#### **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**

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

marketing mix

### **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)**

- 79340000 - Advertising and marketing 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.2.11) 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**

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.2.1) 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 periodic indicative notice**

The contracting entity will not award any further contracts based on the above periodic indicative 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

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

### **Contract No**

1

### **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

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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