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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@Iner.co.uk

Country

United Kingdom

#### **Region code**

UK - United Kingdom

#### Internet address(es)

Main address

www.lner.co.uk

I.6) Main 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.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

## 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

# 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

# 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

## Section VI. Complementary information

#### VI.4) Procedures for review

#### VI.4.1) Review body

London North Eastern Railway Limited

York

Country

United Kingdom