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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

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