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Pipeline

## Marketing Mix Modelling

Post Office Limited

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-021491

Procurement identifier (OCID): ocds-h6vhtk-0513b7

Published 14 May 2025, 5:47pm

## Scope

## Description

Marketing mix modelling including - Impact assessments, forecasting, optimisation of marketing mix and modelling options, other modelling and scenarios modelling and associated services

## Total value (estimated)

- £5,000,000 excluding VAT
- £6,000,000 including VAT

## Contract dates (estimated)

- 31 August 2026 to 30 August 2028
- Possible extension to 30 August 2031
- 5 years

## **Main category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UK - United Kingdom

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## **Submission**

## **Publication date of tender notice (estimated)**

30 August 2025

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## Procedure

### Procedure type

Competitive flexible procedure

### Above or below total value threshold

Above or equal to threshold

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## Contracting authority

### Post Office Limited

- Companies House: 02154540
- Public Procurement Organisation Number: PRNP-5883-YMLG

100 Wood Street

London

EC2V 7ER

United Kingdom

Email: [Procurement@postoffice.co.uk](mailto:Procurement@postoffice.co.uk)

Website: <https://corporate.postoffice.co.uk/>

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government