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Contract

## **Marketing: Creative Services Framework**

ScotRail Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-022361

Procurement identifier (OCID): ocds-h6vhtk-0405f9

Published 18 July 2024, 4:29pm

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

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

ScotRail Trains Limited

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

#### **Email**

[fergus.martin@scotrail.co.uk](mailto:fergus.martin@scotrail.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM - Scotland

#### **Internet address(es)**

Main address

<https://www.scotrail.co.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30589](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589)

## **I.6) Main activity**

Railway services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing: Creative Services Framework

Reference number

SR138

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

ScotRail is tendering for a single supplier framework, for creative advertising services. Services include: brand strategy, campaign planning, creative development and production.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

## **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79952000 - Event services
- 92111000 - Motion picture and video production services

## **II.2.3) Place of performance**

NUTS codes

- UKM - Scotland

## **II.2.4) Description of the procurement**

ScotRail is seeking to appoint a creative agency to support a calendar of revenue-driving marketing campaigns. Services include: brand strategy, campaign planning, creative development and production. The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (i.e. 5 years in total).

## **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.2.14) Additional information**

As per the contract notice, this framework will be used predominantly by ScotRail Trains Limited but is available to use by Scottish Rail Holdings and their group companies.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-028595](#)

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

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 July 2024

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Cello Signal Ltd (T/A Leith Agency)

86/2 Commercial Quay, Commercial Street

Edinburgh

EH6 6LX

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The framework agreement is predominantly for use of ScotRail Trains Limited, but will be available for use by Scottish Rail Holdings (company no. SC 548826) and their group companies also.

(SC Ref:772891)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Glasgow Sheriff Court and Justice of the Peace Court

Glasgow

Country

United Kingdom