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Planning

Creative Production and Media buying for Public Awareness Campaigns

The Electoral Commission

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-022380

Procurement identifier (OCID): ocds-h6vhtk-050502 ([view related notices](#))

Published 16 May 2025, 4:32pm

Scope

Description

The Electoral Commission is the independent body which oversees elections and regulates political finance in the UK. We work to promote public confidence in the democratic process and ensure its integrity.

The Electoral Commission intends to commence a procurement process for the provision of creative production and media buying for our public awareness campaigns. This notice intends to alert the market of the upcoming opportunity only.

The successful agency will plan media strategies and buy media inventory and/or advertising space across the following (but not limited to), media channels:

TV advertising

Broadcast video on demand advertising

Radio advertising

Print advertising

Out of home advertising

Digital display advertising

Paid social

Paid search

They will also be responsible for creative strategy and will plan, create and produce the relevant assets for the chosen media channels. If relevant, they will also design the creative for any new public awareness campaigns.

The Electoral Commission's anticipated annual budget is £9m per annum [over 3 years]. This figure does not include spend incurred for unscheduled elections, nor does it include costs that may arise from legislative changes that may impact the Commission's work.

Total value (estimated)

- £22,500,000 excluding VAT
- £27,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 16 June 2026 to 15 June 2029
- 3 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Engagement

Engagement deadline

31 July 2026

Engagement process description

Online Meet the buyer event planned for 5th June 2025

Contracting authority

The Electoral Commission

- Public Procurement Organisation Number: PHYY-1292-MMXL

3 Bunhill Row

London

EC1Y 8YZ

United Kingdom

Email: procurement@electoralcommission.org.uk

Region: UKI43 - Haringey and Islington

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)