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Pipeline

Media and Creative Framework

Crown Commercial Service

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

Notice identifier: 2025/S 000-024810

Procurement identifier (OCID): ocds-h6vhtk-0502d0

Published 22 May 2025, 1:29pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Updates have been made to

- Procurement Description
- Contract Value
- Tender Notice release date

Scope

Reference

RM6364

Description

This framework agreement will provide marketing and communication services for all public sector organisations including government departments and their agencies. This includes but is not limited to:

media strategy, planning and buying

creative strategy and ideation

content production and fulfilment

marketing events

strategic advice, media

auditing and assurance services that support the running of marketing and communications campaigns

This framework will consist of 8 Lots:

1. Media Strategy, Planning and Buying (1 Agency): Media Strategy, Planning and Buying, including provision of a marketing operating system Paid, owned, earned planning. Including International and Domestic capability.
2. Out of Home Media Buying (1 Agency): Access services relating to buying outdoor advertising space including print space on bus shelters, tube stations and billboards subcontract via Lot 1
3. Media Strategy and Planning (1 Agency): Media Strategy and Planning Paid, owned, earned planning. Including International and Domestic capability.
4. Creative Strategy & Development (8 Agencies): A roster of agencies providing creative strategy and development
5. Creative Production - (1 Agency): Production and fulfilment agency providing a digital asset management and workflow tool

6. Events - (6 Agencies): Agencies with capability to deliver high value, strategic events
7. Integrated end to-end Marketing - (3 Agencies): For requirements with a media budget sub £500k and a maximum campaign spend of £1m per campaign. Fully integrated agency providing media planning, buying, creative, production, partnerships, marketing and PR
8. Marketing Audit and Advice - (1 Agency): Providing assurance on contractual commitments, pricing and strategic advice on the marketing agency ecosystem.

This agreement replaces RM6123 Media Services and RM6125 Campaign Solutions 2

Commercial tool

Establishes a framework

Total value (estimated)

- £1,400,000,000 excluding VAT
- £1,680,000,000 including VAT

Contract dates (estimated)

- 26 November 2025 to 25 November 2029
- Possible extension to 25 May 2030
- 4 years, 6 months

Main category

Services

CPV classifications

- 79341000 - Advertising services

Submission

Publication date of tender notice (estimated)

28 May 2025

Contracting authority

Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

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Organisation type: Public authority - central government