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Tender

## **Provision of Digital and non-digital Media Buying Services**

A T O C Ltd

F05: Contract notice – utilities

Notice identifier: 2022/S 000-025110

Procurement identifier (OCID): ocds-h6vhtk-036693

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

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

A T O C Ltd

200 Aldersgate Street

LONDON

EC1A4HD

#### **Contact**

Tosin Sanusi

#### **Email**

[procurement@raildeliverygroup.com](mailto:procurement@raildeliverygroup.com)

#### **Country**

United Kingdom

#### **Region code**

UKI31 - Camden and City of London

## **Companies House**

03069033

## **Internet address(es)**

Main address

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/BusinessModel/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f>

## **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/BusinessModel/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/BusinessModel/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/BusinessModel/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f>

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

Railway services

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## **Section II: Object**

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

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

Provision of Digital and non-digital Media Buying Services

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

- 79340000 - Advertising and marketing services
  - QA02 - For advertising on radio
  - QA03 - For advertising on television
  - QA04 - For advertising on the Internet
  - QA05 - For advertising in cinemas
  - QA06 - For advertising in newspapers
  - QA07 - For advertising in magazines
  - QA08 - For advertising on posters

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

Services

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

RDG and its affiliate companies would like to media agency to provide media planning and buying services for RDG's National Railcards, other National Rail products i.e. 2 for 1, Interrail and other marketing activity. The successful bidder will plan, source and purchase media, using different digital and non-digital media channels to improve RDG's brand awareness and other advertising requirements in conjunction with RDG's creative agency.

The appointment will primarily be for RDG's National Railcard marketing activity but will also include all other RDG, GBRTT and National Rail marketing activity that may occur on an adhoc basis during the term of any contract awarded.

The tender will be issued by RDG's tendering system - Wax Digital. Access will be provided to bidders so they can access the tender documentation. If you are interested in responding to this notice, please do so via the link below:

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/BusinessModel/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f>

Please tag your registration as 'Advertising Media'

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

This contract is divided into lots: No

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

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

NUTS codes

- UKI - London

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

Rail Delivery Group (RDG) is a membership body representing the interests of train operating companies in the United Kingdom. RDG is seeking to procure a full service media agency to work with RDG on optimising the marketing and sale of National Railcards and rail travel throughout the UK in conjunction with train operating companies and the Great British Rail Transition Team.

The agency will be required to advise and ensure RDG is working with the most effective media platforms to ultimately drive and optimize the sales of Railcards and rail travel for our customers.

Currently, all paid advertising and marketing activity is developed and delivered by an agency who undertake all media planning, coordination and buying.

RDG requires a cost effective, professional agency, that will provide:

- Media planning will include the use of all media vehicles as needed based on strategic direction (channels include: i) digital: social, display etc. ii) ATL Channels: TV, radio and outdoor)
- Develop and execute comprehensive media strategies to maximize ROI against all offline promotional, continuity and activity
- Proactively and collaboratively work with RDG's creative agency to plan and deliver RDG advertising and marketing campaigns
- Create holistic media plan recommendations reflective of the key metrics.

- Pro-actively identify and assess new opportunities and developments in media consumption and viewpoints that may impact RDG in the short and long term
- Planning of other free or owned media that RDG or its subsidiaries may access over time.
- As appropriate or requested, evaluate and present media opportunities for RDG consideration throughout the contract period.
- Creating mobilisation plans in preparation to respond urgently to high priority / high profile briefs following an unexpected event
- Brand safety: regularly reviewing the requirements and ensuring brand safety guidelines are adhered to
- Emergency processes: the ability to pause all communications based on agreed criteria and timelines.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The option to extend will be for up to a further 2 years, either as whole or as increments of no less than six months

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

As defined in the procurement documentation, in accordance with the Supplier Questionnaire evaluation criteria.

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please refer to the tender documents for more information

#### **III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Please refer to the tender documents for more information

#### **III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Please refer to the tender documents for more information

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the tender documents for more information

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

10 October 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Rail Delivery Group

2nd Floor, 200 Aldersgate Street

London

EC1A 4HD

Email

[procurement@raildeliverygroup.com](mailto:procurement@raildeliverygroup.com)

Country

United Kingdom