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Not applicable

Provision of Creative Marketing Agency services for TPE and the Transpennine Route Upgrade project

Transpennine Express

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-026693

Procurement identifier (OCID): ocds-h6vhtk-02ef19

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Section I: Contracting authority/entity

I.1) Name and addresses

Transpennine Express

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Contact

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Country

United Kingdom

NUTS code

UKD - North West (England)

Internet address(es)

Main address

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Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Provision of Creative Marketing Agency services for TPE and the Transpennine Route Upgrade project

II.1.2) Main CPV code

- 63711000 - Support services for railway transport

II.1.3) Type of contract

Services

II.1.4) Short description

Campaign Development & Delivery The Agency will be responsible for development and delivery of integrated through-the-line marketing campaigns for the Client to meet a written set of agreed KPIs and objectives. The detail of such campaigns will be defined in a brief with the ITN and subsequent Scope of Work. Work will include, but is not limited to:

- Transpennine Route Upgrade (TRU) - as the primary customer-facing beneficiary of the Transpennine Route Upgrade, train-operator TransPennine Express has a unique responsibility to lead the programme's marketing activity, working collaboratively with Rail North Partnership, Network Rail and Northern. This is a new brief for a powerful consumer marketing campaign to promote the improvements and the Agency will take the high-level campaign narrative and neutral brand which is currently being worked on and develop it into a marketing campaign to launch in Spring 2022. TransPennine Express revenue recovery/generating marketing campaigns. TransPennine Express has a successful brand campaign that we want to build on and explore the characters in more detail. We will be looking for the Agency to support us in evolving this brand campaign concept. TransPennine Express also runs other smaller, tactical and reactive campaigns throughout the year.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2021/S 000-026540](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2

Read

Date

25 November 2021