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Tender

Creative Services, Media Planning & Buying and Search Engine Optimisation

Transpennine Trains Limited

F02: Contract notice

Notice identifier: 2023/S 000-026721

Procurement identifier (OCID): ocids-h6vhtk-03fb76

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Section I: Contracting authority

I.1) Name and addresses

Transpennine Trains Limited

Bridgewater House, 58-60 Whitworth Street

Manchester

M1 6LT

Contact

Francis Gale

Email

procurement.services@tpexpress.co.uk

Telephone

+44 3300954077

Country

United Kingdom

Region code

UKD33 - Manchester

Internet address(es)

Main address

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

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Manchester:-Advertising-and-marketing-services./BDC3UF93J2>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Public rail services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Services, Media Planning & Buying and Search Engine Optimisation

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

There will be three Lots to this procurement:

1. Creative Services - development and delivery of integrated through-the-line marketing campaigns. The detail of such campaigns will be defined in a brief with the ITN.

2. Media Planning & Buying -

- High-level media buying strategy, aligning the media approach to holistic business priorities and specific marketing objectives.

- Tactical channel planning, across both Above The Line and Below The Line channels, with the ability to engage audiences across multiple touch points.

- Campaign analysis and evaluation, enabling campaign delivery to be monitored, thereby ensuring an optimal approach and best return for the client.

3. Search Engine Optimisation - plan and support the implementation of TPE's SEO strategy which covers content optimisation, technical SEO and backlinks.

Please refer to the attached Memorandum of Information.

II.1.5) Estimated total value

Value excluding VAT: £14,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Creative Media

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

II.2.4) Description of the procurement

The Agency will be responsible for development and full 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. Please refer to the Memorandum of Information for further details.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £4,000,000

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

Contract may be extended for further periods of up to a total of two years.

II.2.10) Information about variants

Variants will be accepted: No

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) Description

II.2.1) Title

Media Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

II.2.4) Description of the procurement

- High-level media buying strategy, aligning the media approach to holistic business priorities and specific marketing objectives from a longer-term perspective.
- Tactical channel planning, across both Above The Line and Below The Line channels, with the ability to engage audiences across multiple touch points and to capitalize on the latest trends.
- Campaign analysis and evaluation, enabling campaign delivery to be monitored, thereby ensuring an optimal approach and best return for the client organization.

Refer to the Memorandum of Information for further details.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £10,000,000

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

Contract may be extended for further periods up to a total of two years.

II.2.10) Information about variants

Variants will be accepted: No

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) Description

II.2.1) Title

Search Engine Optimisation

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

II.2.4) Description of the procurement

Plan and support the implementation of TPE's SEO strategy which covers content optimisation, technical SEO and backlinks. Analyse the TPE website and identify key areas of improvement, creating the content TPE need to action the changes. Run regular SEO reporting to analyse performance, optimising future recommendations accordingly.

Refer to the Memorandum of Information for further details.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £150,000

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

Contract may be extended for further periods of up to a total of two years.

II.2.10) Information about variants

Variants will be accepted: No

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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

20 October 2023

Local time

10:00am

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 29 February 2024

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Manchester:-Advertising-and-marketing-services./BDC3UF93J2>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/BDC3UF93J2>

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VI.4) Procedures for review

VI.4.1) Review body

TransPennine Trains Limited

Bridgewater House, 58-60 Whitworth Street

Manchester

M1 6LT

Country

United Kingdom