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Contract

Creative Services, Media Planning & Buying and Search Engine Optimisation

Transpennine Trains Limited

F03: Contract award notice

Notice identifier: 2023/S 000-026831

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

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Telephone

+44 3300954077

Country

United Kingdom

Region code

UKD33 - Manchester

Internet address(es)

Main address

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

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.1.6) Information about lots

This contract is divided into lots: Yes

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

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

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-026721](#)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

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.

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GO Reference: GO-2023911-PRO-23844915

VI.4) Procedures for review

VI.4.1) Review body

TransPennine Trains Limited

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Manchester

M1 6LT

Country

United Kingdom