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Tender

## **Creative Services, Media Planning & Buying and Search Engine Optimisation**

Transpennine Trains Limited

F02: Contract notice

Notice identifier: 2023/S 000-026862

Procurement identifier (OCID): ocds-h6vhtk-03fb9

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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](mailto: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./Z5NAF5FQA5>

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

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## **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

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## **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

11 October 2023

Local time

5:00pm

#### **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

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## **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./Z5NAF5FQA5>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/Z5NAF5FQA5>

GO Reference: GO-2023911-PRO-23845388

### **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