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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 000-026886

Procurement identifier (OCID): ocds-h6vhtk-03fbd9

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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.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.1.6) 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

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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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-026862](#)

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## **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)

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## **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-2023912-PRO-23852297

### **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