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Contract

Digital Marketing Services – Paid Social Media Advertising

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-026929

Procurement identifier (OCID): ocds-h6vhtk-03b4d9

Published 12 September 2023, 12:00pm

Section I: Contracting entity

I.1) Name and addresses

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Contact

Steve Bolton

Email

steve.bolton@northernrailway.co.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.northernrailway.co.uk

Buyer's address

www.northernrailway.co.uk

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Marketing Services – Paid Social Media Advertising

Reference number

NTL/PT/0053

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Northern Trains Limited (Northern) are looking for an Agency partner to provide Paid Social Media Advertising services to raise awareness of Northern and drive traffic to the Northern website: <https://www.northernrailway.co.uk/> and the Northern app. Northern are a rail company who encourage Leisure and Commuter customers to "Go Do Their Thing" across the North of England. In a typical year, Northern operates a mix of brand-led, seasonal, and tactical campaigns, utilising the sophisticated pricing, targeting and customer persona data at its disposal. Northern is the largest rail company in the North of England, carrying 1 million passengers daily to over 540 destinations. With a fleet of new and refurbished trains, a pipeline of innovations across the entire customer journey and recent gains in brand measures, Northern has fertile ground for growth and a compelling story to tell. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Northern Trains Limited (Northern) are looking for an Agency partner to provide Paid Social Media Advertising services to raise awareness of Northern and drive traffic to the Northern website: <https://www.northernrailway.co.uk/> and the Northern app. Northern are a rail company who encourage Leisure and Commuter customers to "Go Do Their Thing" across the North of England. In a typical year, Northern operates a mix of brand-led, seasonal, and tactical campaigns, utilising the sophisticated pricing, targeting and customer persona data at its disposal. Northern is the largest rail company in the North of England, carrying 1 million passengers daily to over 540 destinations. With a fleet of new and refurbished trains, a pipeline of innovations across the entire customer journey and recent gains in brand measures, Northern has fertile ground for growth and a compelling story to tell. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking. In addition to asking all those things of us.

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

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-008220](#)

Section V. Award of contract

Contract No

NTL/PT/0053

Lot No

n/a

Title

Digital Marketing - Paid Social

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 September 2023

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CreativeRace Ltd

No1Leeds, 26 Whitehall

Leeds

LS12 1BE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01371077

The contractor is an SME

Yes

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom

Internet address

www.northernrailway.co.uk

VI.4.4) Service from which information about the review procedure may be obtained

Northern Trains Limited

George Stephenson House

York

YO1 6JT

Country

United Kingdom