This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/026929-2023">https://www.find-tender.service.gov.uk/Notice/026929-2023</a>

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: <a href="https://www.northernrailway.co.uk/">https://www.northernrailway.co.uk/</a> 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: <a href="https://www.northernrailway.co.uk/">https://www.northernrailway.co.uk/</a> 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

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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**