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Tender

Brand Agency Services

FIRST TRENITALIA WEST COAST RAIL LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-027518

Procurement identifier (OCID): ocds-h6vhtk-0371eb

Published 30 September 2022, 2:24pm

Section I: Contracting entity

I.1) Name and addresses

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor, The Point, 37 North Wharf Road

London

W2 1AF

Contact

Ruchiie Sehdev

Email

ruchiie.sehdev@avantiwestcoast.co.uk

Telephone

+44 7773732843

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

10349442

Internet address(es)

Main address

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

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/sNOEW>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/sNOEW>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Agency Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

All participating Tenderer's will need to demonstrate a broad range of expertise in the Brand Strategy and Design space, with the aim to improve external brand awareness, external/internal brand engagement and build trust with Avanti West Coast.

Strategic brand and design projects are currently outsourced on an ad hoc basis at Avanti West Coast due to the available capacity within the in-house Design Studio. The agency should decrease reliance on our in-house team to cover all bases of strategic thinking, ideation, execution and follow-up.

A key objective for Avanti West Coast is to improve brand awareness and brand power. The Tenderer's will support this through strategic development of our brand proposition including visual identity, personality and tone of voice. The agency should bring fresh ideas that help us think more creatively, courageously and with a new perspective.

Avanti West Coast require a full-service brand agency with proven experience in delivering strategic brand and design briefs. The chosen agency will need to demonstrate a clear grasp of strategic brand direction as well as creative development to increase brand awareness, and trust with the brand. The agency should have flexibility to dial up or dial down support according to needs, whether it's ideas, implementation strategic or delivery of these.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Prior Information Notice to notify potential providers of the upcoming procurement and to invite interested providers to submit requests to participate in the procurement. The

procurement will be carried out in line with the Utilities Contracts Regulations 2016. Further details will be available in the relevant procurement documents at;

<http://redirect.transaxions.com/events/sNOEW>

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

It is proposed to have a 4 year contract (2+1+1) i.e. 2 year fixed with option to extend for 1 year for 2 consecutive years.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: 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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

31 October 2022

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom