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Tender

Media and Creative Services

Crown Commercial Service

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-028518

Procurement identifier (OCID): ocds-h6vhtk-0502d0

Published 29 May 2025, 3:02pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Scope

Reference

RM6364

Description

Crown Commercial Service, as the Authority, intends to put in place an agreement that will provide marketing and communication services to be used by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. It is intended that this commercial agreement will be the recommended vehicle for all Media and Creative Services required by UK Central Government Departments.

This includes but is not limited to:

- media strategy, planning and buying
- creative strategy and ideation
- content production and fulfilment
- marketing events
- strategic advice, media auditing and assurance services that support the running of marketing and communications campaigns

Commercial tool

Establishes a framework

Total value (estimated)

- £1,950,000,000 excluding VAT
- £2,340,000,000 including VAT

Above the relevant threshold

Main procurement category

Services

Not the same for all lots

CPV classifications and contract dates are shown in Lot sections, because they are not the same for all lots.

Lot 1. Media Strategy, Planning and Buying

Description

Media Strategy, Planning and Buying, including provision of a marketing operating system planning. (one place)

Lot value (estimated)

- £1,500,000,000 excluding VAT
- £1,800,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 19 December 2025 to 23 June 2030
- 4 years, 6 months, 5 days

CPV classifications

- 79340000 - Advertising and marketing services
 - 79341400 - Advertising campaign services
 - 79342000 - Marketing services
 - 92200000 - Radio and television services
 - 92210000 - Radio services
 - 92220000 - Television services
-

Lot 2. Out of Home Media Buying

Description

Access services relating to buying outdoor advertising space including print space on bus shelters, tube stations and billboards. (one place)

Lot value (estimated)

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 18 December 2025 to 30 June 2030
- 4 years, 6 months, 14 days

CPV classifications

- 79340000 - Advertising and marketing services
 - 79341400 - Advertising campaign services
 - 79342000 - Marketing services
-

Lot 3. Media Strategy and Planning

Description

Paid, owned, earned planning. International and Domestic capability. (one place)

Lot value (estimated)

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 14 December 2025 to 15 January 2030
- 4 years, 1 month, 2 days

CPV classifications

- 79340000 - Advertising and marketing services
 - 79341000 - Advertising services
 - 79342000 - Marketing services
-

Lot 4. Creative Strategy and Development

Description

A roster of agencies providing creative strategy and development.

Can also provide content production & fulfilment in house or via a subcontract to Lot 5 agency. (8 places)

Lot value (estimated)

- £150,000,000 excluding VAT
- £180,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 16 January 2026 to 15 January 2030
- 4 years

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79311000 - Survey services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

- 79342000 - Marketing services
 - 79342100 - Direct marketing services
 - 79416000 - Public relations services
 - 79416100 - Public relations management services
 - 79530000 - Translation services
 - 79821100 - Proofreading services
 - 79822300 - Typesetting services
 - 79822500 - Graphic design services
 - 79933000 - Design support services
 - 79961000 - Photographic services
 - 92100000 - Motion picture and video services
-

Lot 5. Content Production

Description

Production and fulfilment agency providing access to digital asset management and workflow tool. (one place)

Lot value (estimated)

- £70,000,000 excluding VAT
- £84,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 16 January 2026 to 15 January 2030
- 4 years

CPV classifications

- 72330000 - Content or data standardization and classification services
 - 79340000 - Advertising and marketing services
 - 79341000 - Advertising services
 - 79341200 - Advertising management services
 - 79341400 - Advertising campaign services
 - 79342000 - Marketing services
 - 79415200 - Design consultancy services
 - 79530000 - Translation services
 - 79821100 - Proofreading services
 - 79822300 - Typesetting services
 - 79822500 - Graphic design services
 - 79933000 - Design support services
 - 79961000 - Photographic services
 - 92100000 - Motion picture and video services
-

Lot 6. Events

Description

A roster of agencies with capability to deliver high value, strategic events and experiential marketing campaigns. (six places)

Lot value (estimated)

- £150,000,000 excluding VAT
- £180,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 16 January 2026 to 15 January 2030
- 4 years

CPV classifications

- 79952000 - Event services
 - 79950000 - Exhibition, fair and congress organisation services
 - 79952100 - Cultural event organisation services
 - 79956000 - Fair and exhibition organisation services
 - 79710000 - Security services
 - 32000000 - Radio, television, communication, telecommunication and related equipment
 - 60100000 - Road transport services
 - 79430000 - Crisis management services
-

Lot 7. Integrated End-to-end Campaigns

Description

Fully integrated agency providing media planning, buying, creative, production, partnerships, marketing and PR. (three places)

Lot value (estimated)

- £50,000,000 excluding VAT
- £60,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 19 December 2025 to 15 January 2030
- 4 years, 28 days

CPV classifications

- 79340000 - Advertising and marketing services
 - 79341400 - Advertising campaign services
 - 79342000 - Marketing services
-

Lot 8. Marketing Audit and Advice

Description

Marketing audit and assurance (one place)

Lot value (estimated)

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 16 January 2026 to 15 January 2030
- 4 years

CPV classifications

- 79200000 - Accounting, auditing and fiscal services
- 79210000 - Accounting and auditing services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

Framework

Maximum number of suppliers

Maximum percentage fee charged to suppliers

1%

Further information about fees

See Framework Schedule 5 (Management Charges and Information) of the framework contract documents within the tender documents.

Framework operation description

Refer to Framework Schedule 7 -(Call-Off Award Procedure) for details of the competitive selection processes for the award of contracts under this framework.

In the event that there is a challenge to the Competition and such a challenge is confined to any one particular Lot, the Authority reserves the right to the extent that it is lawful to do so, to conclude a Framework Contract with the successful Suppliers in respect of the Lot(s) that has (have) not been so challenged." and this should go in the lot descriptions the rest is covered in the ITT The Authority also reserves the right to extend Lots by varying durations.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Please refer to attachment RM6364 Media and Creative Services - Customer List

Participation

Legal and financial capacity conditions of participation

Lot 1. Media Strategy, Planning and Buying

Lot 2. Out of Home Media Buying

Lot 3. Media Strategy and Planning

Lot 4. Creative Strategy and Development

Lot 5. Content Production

Lot 6. Events

Lot 7. Integrated End-to-end Campaigns

Lot 8. Marketing Audit and Advice

The conditions of participation relating to the legal and financial capacity are set out in the ITT, in the procurement specific questionnaire. The conditions of participation will be assessed in accordance with the assessment methodologies detailed in the procurement specific questionnaire and Attachment 2 How to tender.

Technical ability conditions of participation

Lot 1. Media Strategy, Planning and Buying

Lot 2. Out of Home Media Buying

Lot 3. Media Strategy and Planning

Lot 4. Creative Strategy and Development

Lot 5. Content Production

Lot 6. Events

Lot 7. Integrated End-to-end Campaigns

Lot 8. Marketing Audit and Advice

The conditions of participation relating to technical capability are set out in the ITT, in the procurement specific questionnaire. The conditions of participation will be assessed in

accordance with the assessment methodologies detailed in the procurement specific questionnaire and Attachment 2 How to tender.

Particular suitability

Lot 1. Media Strategy, Planning and Buying

Lot 2. Out of Home Media Buying

Lot 3. Media Strategy and Planning

Lot 4. Creative Strategy and Development

Lot 5. Content Production

Lot 6. Events

Lot 7. Integrated End-to-end Campaigns

Lot 8. Marketing Audit and Advice

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

27 June 2025, 3:00pm

Tender submission deadline

28 July 2025, 3:00pm

Submission address and any special instructions

<https://crowncommercialservice.bravosolution.co.uk>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 December 2025

Award criteria

Lot 1. Media Strategy, Planning and Buying

Name	Description	Type	Weighting
Domestic Scenario Brief - Addressing the harms of alcohol (Presentation)	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	20%

Name	Description	Type	Weighting
International Scenario Brief - Republic of Korea FTA (Free Trade Agreement) Campaign (Presentation)	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	15%
Digital Technology Solutions Demonstration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	11%
Social Value Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%
Media Strategy and Planning	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%
Harnessing Modern Technology and Artificial Intelligence (AI)	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	7%
Harnessing Content Creator and Influencer Marketing Opportunities	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	7%

Lot 2. Out of Home Media Buying

Name	Description	Type	Weighting
Out of Home Data Driven Approaches	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Transparency in the Out of Home Media Landscape	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	30%
Social Value Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 3. Media Strategy and Planning

Name	Description	Type	Weighting
Media Strategy and Planning	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	40%

Name	Description	Type	Weighting
Harnessing Modern Technology and Artificial Intelligence (AI)	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	20%
Social Value Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 4. Creative Strategy and Development

Name	Description	Type	Weighting
Creative Strategy and Development	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	22%
Domestic Brief Scenario Addressing the harms of alcohol	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%

Name	Description	Type	Weighting
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	20%
International Brief Scenario Republic of Korea Free Trade Agreement (FTA) Campaign	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	16%
Client Service Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	12%
Social Value Declaration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 5. Content Production

Name	Description	Type	Weighting
Client Service Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%

Name	Description	Type	Weighting
Onboarding, Offboarding and Technology Integration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	30%
Social Value Declaration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 6. Events

Name	Description	Type	Weighting
Urgent Large Scale Events	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Collaborative Working	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%

Name	Description	Type	Weighting
Evolving Requirements	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	20%
Social Value Declaration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 7. Integrated End-to-end Campaigns

Name	Description	Type	Weighting
Seamless Integration for Maximum Impact	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Client Service Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%

Name	Description	Type	Weighting
Media Strategy, Planning and Buying	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	20%
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	20%
Social Value Declaration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Lot 8. Marketing Audit and Advice

Name	Description	Type	Weighting
Account Management Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%
Technical Delivery	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	30%

Name	Description	Type	Weighting
Price	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Price	30%
Social Value Declaration	You must read the Attachment 2d Quality questionnaire for the details of this question's requirement, response guidance and marking scheme.	Quality	10%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Associated tender documents

[Pol\[T\] - 008 FTS Customer List - RM6364.docx](#)

Customer List

Contracting authority

Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

United Kingdom

Telephone: +44 3454102222

Email: supplier@crowncommercial.gov.uk

Website: <https://www.gov.uk/ccs>

Region: UKD72 - Liverpool

Organisation type: Public authority - central government