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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.

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **Framework**

### **Maximum number of suppliers**

22

## **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)

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## **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

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## **Award criteria**

### **Lot 1. Media Strategy, Planning and Buying**

| <b>Name</b>  | <b>Description</b>  | <b>Type</b> | <b>Weighting</b> |
|--|---|-------------|------------------|
| 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%              |

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| Name  | Description   | Type    | Weighting |
|---|---|---------|-----------|
| International Scenario Brief - Republic of Korea FTA (Free Trade Agreement) Campaign (Presentation) | You must read the Attachment 2d questionnaire for the campaign details of this (Presentation) question's requirement, response guidance and marking scheme. | Quality | 15%       |
| Digital Technology Solutions Demonstration  | You must read the Attachment 2d 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 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 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 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 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

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## Documents

### Associated tender documents

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

Customer List

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## 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](mailto:supplier@crowncommercial.gov.uk)

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

Region: UKD72 - Liverpool

Organisation type: Public authority - central government