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Tender

## Advertising Media Agency 2025

Trenitalia c2c Limited

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

Notice identifier: 2025/S 000-028945

Procurement identifier (OCID): ocds-h6vhtk-052a21 ([view related notices](#))

Published 30 May 2025, 5:17pm

## Scope

## Reference

c2c 130

## Description

c2c are seeking a single supplier (agency) who can provide media planning, buying, and analysis across all media channels required by c2c.

## Total value (estimated)

- £3,500,000 excluding VAT
- £4,200,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 15 September 2025 to 14 September 2028
- Possible extension to 14 September 2030
- 5 years

Description of possible extension:

2 x 12 month extensions

### **Options**

The right to additional purchases while the contract is valid.

Ad-hoc marketing campaigns as required.

Social media services (scope to be determined)

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services

### **Contract locations**

- UKI - London
- UKH3 - Essex

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## **Participation**

### **Legal and financial capacity conditions of participation**

All financial conditions of participation are set out within the ITP documents.

All legal conditions of participation are set out within the ITP documents. c2c also require suppliers to contract on c2c goods and services contract.

### **Technical ability conditions of participation**

All technical ability conditions of participation are set out within ITP the documents.

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## **Submission**

### **Enquiry deadline**

17 June 2025, 5:00pm

### **Submission type**

Requests to participate

**Deadline for requests to participate**

24 June 2025, 10:00am

**Submission address and any special instructions**

<https://c2c-rail.ukp.app.jaggaer.com/>

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Suppliers to be invited to tender**

4 to 6 suppliers

Selection criteria:

Absolute score achieved in response to ITP questions (score out of 24)

**Award decision date (estimated)**

29 August 2025

**Recurring procurement**

Publication date of next tender notice (estimated): 1 January 2030

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## Award criteria

Name	Description	Type	Weighting
Technical Envelope (ITT stage)	These are estimated award criteria % weightings, these may be amended and refined prior to ITT stage being published.	Quality	50%
Commercial Envelope (ITT stage)	These are estimated award criteria % weightings, these may be amended and refined prior to ITT stage being published.	Price	50%

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## Other information

### Payment terms

N/A

### Applicable trade agreements

- Government Procurement Agreement (GPA)

### Conflicts assessment prepared/revised

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Special regime**

Utilities

### **Competitive flexible procedure description**

c2c are conducting a competitive flexible procedure in line with PA2023 which consists of two separate stages.

Stage 1: Invitation to Participate (ITP) stage which includes the Procurement Specific Questionnaire (PSQ). Suppliers are required to provide responses to the questions set out within the qualification and technical envelopes on this Data Site (Jaggaer).

Stage 2: The top scoring suppliers will be invited to the Invitation to Tender stage, where they will be given the opportunity to submit a full bid including pricing.

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## **Documents**

### **Documents to be provided after the tender notice**

All ITP documents will be uploaded via the Jaggaer data site.

<https://c2c-rail.ukp.app.jaggaer.com/>

If ITT transparency documents are available at this stage they shall also be provided.

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## **Contracting authority**

### **Trenitalia c2c Limited**

- Companies House: 07897267

Seventh Floor, Centennium House, 100 Lower Thames Street

London

EC3R 6DL

United Kingdom

Contact name: Luke Wood

Email: [procurement@c2craile.net](mailto:procurement@c2craile.net)

Region: UKI31 - Camden and City of London

Organisation type: Private utility