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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

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

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.

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

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%

Other information

Payment terms

N/A

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

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.

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.

Contracting authority

Trenitalia c2c Limited

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London

EC3R 6DL

United Kingdom

Contact name: Luke Wood

Email: procurement@c2crail.net

Region: UKI31 - Camden and City of London

Organisation type: Private utility