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Tender

## **Creative Agency**

Northern Trains Limited

F05: Contract notice – utilities

Notice identifier: 2021/S 000-029650

Procurement identifier (OCID): ocds-h6vhtk-02fb43

Published 30 November 2021, 10:06am

## **Section I: Contracting entity**

### **I.1) Name and addresses**

Northern Trains Limited

Albany House, Floor 8, 94-98 Petty France, London, England SW1H 9EA

London

#### **Email**

[alexander.wildash@northernrailway.co.uk](mailto:alexander.wildash@northernrailway.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKE2 - North Yorkshire

#### **Internet address(es)**

Main address

[www.northerailway.co.uk](http://www.northerailway.co.uk)

### **I.3) Communication**

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

[www.in-tendhost.co.uk](http://www.in-tendhost.co.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

### **I.6) Main activity**

Production, transport and distribution of gas and heat

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Creative Agency

Reference number

NTL-CA-0001

#### II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Description: Northern Trains invites tenders for the provision of strategic brand creative and advertising services for ongoing brand development. Northern Trains is seeking to appoint an innovative and strategic creative agency which shares our values and will help us to communicate effectively with our customers whilst achieving targets around journeys and revenue. Northern Trains is also seeking to appoint a creative, efficient artwork production agency which shares our values and will help us to deliver the plethora of customer communication touch points from digital assets for the website through to print assets for our customer communications and advertising. The appointed creative agency will be responsible for developing our brand, including concept design, copywriting, and brand development. The generative campaign marketing budget (Yr21/22) is £4m. We use a multi channel approach across all relevant media including TV, Radio, OOH, Digital etc. This tender is split into

#### II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

2

### II.2) Description

#### II.2.1) Title

## Specification for Lot 1 – Strategic Brand Creative Services

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKE2 - North Yorkshire

### **II.2.4) Description of the procurement**

This tender procedure is for strategic and ongoing brand and advertising development, covering all media and customer touchpoints. The winning agency will be expected to undertake strategic design and advertising development of the current "Go Do Your Thing" positioning and brand platform in-line with business needs. Northern's new 'recovery' campaign is now underway, encouraging Leisure and Commuter customers back to rail after the pandemic. In a typical year, Northern operates a mix of brand-led, seasonal, and tactical campaigns, utilising the sophisticated pricing, targeting and customer persona data at its disposal. Work will often involve collaboration with Northern's other agencies. Northern is the largest rail company in the North of England, carrying 1 million passengers daily to over 540 destinations. With a fleet of new and refurbished trains, a pipeline of innovations across the entire customer journey and recent gains in brand measures, Northern has fertile ground for growth and a compelling story to tell. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking. We are seeking to appoint a partner who will:

- Work with the Marketing and wider Customer & Commercial Team to plan, design and deliver creative marketing campaigns across the breadth of the organisation;
- Work with us to help us to be relevant and appealing to our varied target audience base and ensuring that it reflects the best possible demographic messaging.
- Work with us to help us to secure the emotional engagement of customers to increase customer satisfaction levels and customer loyalty through the Northern Brand experience.
- Provide creative concept development proposals, in response to verbal or written briefs from Northern covering rough layouts and designs, promotional concepts, and some core artwork templates.
- Input, advise and recommend on the efficient planning and evaluation of marketing media campaigns, working in association with the specialist media buying agencies as required by the Northern.
- Provide consultancy services in relation to the effective marketing of

Northern's business or businesses, liaising with other special service providers if required, as nominated by Northern. • Preparation of budgets and cost estimates for key elements of each promotional campaign as requested by Northern. • Involvement in preparation, execution and analysis of market research and other investigative analyses.

#### **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

24

This contract is subject to renewal

Yes

Description of renewals

The initial term for each lot being 2 years, with an option to extend by 2 further periods each a duration of 1 year up to 4 years in total.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2) Description**

#### **II.2.1) Title**

Lot 2 Title: Creative, Artwork & Production Services / Graphic Design Services

Lot No

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UKE2 - North Yorkshire

**II.2.4) Description of the procurement**

This tender procedure is for the provision of 'Graphic Design' services to Northern Trains. The services will include creating artwork for paid and owned channels to enable Northern to communicate with a range of audiences. Services may include the design of posters, newsletters, leaflets, infographics, advertisements (print and online) and internal collateral, as well as any other visual media that may be agreed between Northern & NTL. Given the complex nature of Northern's network and targeting precision, it will also involve multiple geo-variations of core templates. Work will often involve collaboration with Northern's other agencies. Northern Trains places particular importance on the graphical and artistic presentation of collateral at speed. For this reason, tenderers must prove their creativity and capacity of high-quality execution within a fast-paced trading environment. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking. We are seeking to appoint a partner who will:

- Work with the Marketing, its Lead Creative Agency and wider Customer & Commercial Team to plan, design and deliver creative marketing campaigns across the breadth of the organisation;
- Work with us to be relevant and appealing to our varied target audience base and ensuring advertising and marketing reflects the best possible demographic messaging.
- Work with us to secure the emotional engagement of customers to increase customer satisfaction levels and customer loyalty through the Northern Brand experience.
- Provide creative concept development proposals, in response to verbal or written briefs from Northern covering rough layouts and designs, promotional concepts and draft copies, or working with initial designs provided by the Lead Agency
- Upon approval of concepts by Northern, the progression of these proposals to artwork, mechanicals, computer files or similar materials in advance of production or printing. Thereafter, the production of commercials for broadcast media, advertisements, and printed materials for other campaign requirements.
- The production or print of specific executions, campaigns, items, or similar materials to a commercially acceptable standard.
- Preparation of budgets and cost estimates for key elements of each promotional campaign as requested by Northern,
- Provide assistance with other projects involved with the development of Northern's business or businesses that are not

necessarily directly related to the provision of advertising services. Additional project fees may be negotiated between Northern and the Agency in these instances, but shall always be approved by Northern in advance of such fees being incurred.

#### **II.2.5) Award criteria**

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

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Yes

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The initial term for each lot being 2 years, with an option to extend by 2 further periods each a duration of 1 year up to 4 years in total.

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Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **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

14 December 2021

Local time

12:00pm

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

English



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## **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**

Northern Trains Limited

York

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Northern Trains Limited

Northern House, 9 Rougier Street

York

Yo1 6HZ

Country

United Kingdom