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Tender

East Midlands Railway Media Buying

ABELLIO EAST MIDLANDS LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-030086

Procurement identifier (OCID): ocids-h6vhtk-037c0d

Published 25 October 2022, 4:11pm

The closing date and time has been changed to:

6 December 2022, 10:00am

See the [change notice](#).

Section I: Contracting entity

I.1) Name and addresses

ABELLIO EAST MIDLANDS LIMITED

2nd Floor St Andrew's House,18-20 St Andrew Street

LONDON

EC4A3AG

Contact

Matt Holt

Email

matt.holt@eastmidlandsrailway.co.uk

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

09860485

Internet address(es)

Main address

www.eastmidlandsrailway.co.uk

I.3) Communication

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

<http://redirect.transaxions.com/events/f2BYq>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/f2BYq>

I.6) Main activity

Railway services

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

East Midlands Railway Media Buying

Reference number

EMR/01/MH/MEDIA TENDER

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Looking for a long term strategic media planning and buying agency. Looking for an agency that can help develop our understanding of our customers and help reach new audiences through innovations in media. You will work closely with our other media and creative agencies to ensure joined up response to briefs and effective delivery.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

II.2) Description

II.2.1) Title

Media Buying for all traditional and digital channels excluding digital display

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Looking for a long term strategic media planning and buying agency to deliver our media activity. This will cover all traditional above and below the line media channels and any digital activity but excludes digital display which is part of Lot 2.

Our focus is on stimulating leisure trips from our regions into London and growing commuter and business travel across our two regions EMR Intercity and EMR Connect. Our media is therefore bought on a regional basis to ensure we reach our audience in the most effective way whilst not compromising on quality.

Looking for an agency that can help develop our understanding of our customers and help reach new audiences through innovations in media. You will work closely with our other media and creative agencies to ensure joined up response to briefs and effective delivery.

Reporting on the success of our activity is paramount with the Department for Transport (DfT) a key stakeholder to present plans to and share learnings. In addition to weekly/ post campaign reporting and optimising you will work closely with our econometric provider to ensure learnings are captured in a timely way and fed into future plans.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £3,500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 March 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.14) Additional information

To register your interest in this notice you should submit an expression of interest via the Procurement portal shown within this notice and request a copy of the PQQ which is to be submitted by the date shown in IV.2.2.

Scoring Matrix

The PQQ scoring will be as follows:-

SCORE GIVEN - QUALITATIVE GUIDANCE - SHORT GUIDANCE

0 - Question not answered or answer is irrelevant. - Not answered/irrelevant.

1- Weak : Insufficient information to enable evaluation or contains major shortcomings or errors to make it non-complaint. - Worst in class/errors in submission.

2 - Below Satisfactory : partially complaint answer but with obvious deficiencies. Brief or incomplete answers with little or no supporting detail or wholly generic answer. - Below industry standard.

3 - Satisfactory : Answer meets the minimum requirements but lack convincing supporting detail to give confidence that they will meet requirements. Some attempt to provide relevant answers not generic. - In line with industry standard.

4 - Good : Thorough response with relevant supporting detail and evidence to give confidence that the requirements will be met. Tailored answers. - Above industry standard.

5 - Excellent : Comprehensive and well-structured response with excellent supporting evidence. Wholly bespoke for the project and demonstrates exceptional understanding of the requirements. - Market leading.

SCORING PROCESS

Where Yes is the required answer:

YES = PASS NO = FAIL

EMR will assess additional information provided by the interested parties who select NO, but have additional information to justify their selection.

II.2) Description

II.2.1) Title

Media and build for dynamic digital display activity

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

We are looking for a digital display media agency to deliver our always on conversion driving dynamic digital display and manage the creative build process. We require an established platform to deliver this functionality and an understanding of timeframes for the onboarding process to ensure there is no break in service continuity.

We currently run dynamic route specific leisure, commuter and promotional display activity using customer location, search information and audience insights for prospecting and retargeting strands.

Reporting on the success of our activity is paramount with the Department for Transport (DfT) a key stakeholder to present plans to and share learnings. In addition to weekly/ post campaign reporting and optimising you will work closely with our econometric provider to ensure learnings are captured in a timely way and fed into future plans.

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

Start date

1 March 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

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SCORING PROCESS

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YES = PASS NO = FAIL

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II.2) Description

II.2.1) Title

Manage the annual planning and delivery of our PPC account

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

We are looking for a long-term partnership to facilitate the growth of the EMR PPC account covering always on activity across multiple routes and campaign activations.

Performance reporting is a key priority to ensure we are continually analysing and improving our ROAS and CPC with clear bidding and targeting strategies based on understanding our market share, market size and potential growth.

We would require aggregated weekly / monthly real time reports to be developed to track performance down to specific station/flow performance or at a campaign level. You will also be required to work collaboratively and share actionable insights with our other media agencies most notably our SEO provider.

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

Start date

1 March 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.14) Additional information

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SCORING PROCESS

Where Yes is the required answer:

YES = PASS NO = FAIL

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II.2) Description

II.2.1) Title

Delivery of ongoing technical and content SEO management

Lot No

4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Ongoing technical and content SEO management including digital outreach and PR is

required to increase visibility of our EMR website for key phrase terms and to drive sales from organic search traffic. Our e-commerce platform is a white label of Trainline; optimisation of the e-commerce platform comes at a significant cost, and so we rely on the front-end brochure site to drive traffic to our sites.

We are looking for a strategic partner to provide a future roadmap as well as clear in year deliverables to work towards our future targets.

We are looking for an agency of driven, organised individuals that are continually keeping up with the latest success factors and take a proactive role in measuring performance and delivering periodic audits.

II.2.5) Award criteria

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 March 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.14) Additional information

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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

Originally published as:

Date

25 November 2022

Local time

10:00am

Changed to:

Date

6 December 2022

Local time

10:00am

See the [change notice](#).

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

To register your interest in this notice you should submit an expression of interest via the Procurement portal shown within this notice and request a copy of the PQQ which is to be submitted by the date shown in IV.2.2.

VI.4) Procedures for review

VI.4.1) Review body

Abellio East Midlands Ltd.

Derby

Country

United Kingdom