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Tender

## **Marketing & Branding Research**

Rail Delivery Group

F05: Contract notice – utilities

Notice identifier: 2024/S 000-030188

Procurement identifier (OCID): ocds-h6vhtk-049ca0

Published 20 September 2024, 1:23pm

### **Section I: Contracting entity**

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

Rail Delivery Group

First Floor, North, 1 Puddle Dock

London

EC4V 3DS

#### **Contact**

Tosin Sanusi

#### **Email**

[tosin.sanusi@raildeliverygroup.com](mailto:tosin.sanusi@raildeliverygroup.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.raildeliverygroup.com/>

**I.3) Communication**

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

<https://raildeliverygroup.tlb.app.jaggaer.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://raildeliverygroup.tlb.app.jaggaer.com/>

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

**I.6) Main activity**

Railway services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Marketing & Branding Research

#### II.1.2) Main CPV code

- 73110000 - Research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Rail Delivery Group (RDG) is seeking a supplier to manage a comprehensive consumer research programme for our national marketing and Railcard campaigns. RDG oversees the promotion of the UK rail industry, including the “Nothing Beats Being There” (NBBT) national marketing campaign and a range of Railcard products offering discounted fares.

The research will evaluate the performance of these campaigns, track brand awareness, and provide actionable insights for ongoing and future strategies. The successful supplier will deliver continuous data collection, pre- and post-campaign analysis, and creative testing, with results reported on a periodic and quarterly basis. Collaboration with other RDG marketing partners is essential to ensure an integrated approach to performance measurement and optimisation.

Interested parties are invited to participate in the tender process through RDG’s eProcurement system, where they can access the full tender documentation and submit their proposals. For more details and to respond to this notice, please visit the link below:

<https://raildeliverygroup.tlb.app.jaggaer.com/>

Once registered to the above platform, please search for - Marketing & Branding Research RFI and complete

#### II.1.6) Information about lots

This contract is divided into lots: No

## **II.2) Description**

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

- 73110000 - Research services
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

RDG is seeking a supplier to deliver a comprehensive consumer research programme to evaluate the performance of national marketing campaigns, Railcard promotions, and the National Rail brand. The research will focus on tracking and measuring key metrics related to awareness, campaign impact, and creative effectiveness across a variety of platforms and formats.

Indication of Needs and Requirements:

1. Continuous Campaign Tracking
2. Railcard Campaign Evaluation
3. Creative Pre-Testing and Post-Campaign Analysis
4. Brand and Product Tracking
5. Data Collection and Reporting:
6. Collaboration and Flexibility:

### **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

36

This contract is subject to renewal

Yes

Description of renewals

The option to extend will be for up to a further 2 years as increments of no less than 12 months

**II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 5

**II.2.10) Information about variants**

Variants will be accepted: Yes

**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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please refer to the tender documents for more information

#### **III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Please refer to the tender documents for more information

#### **III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Please refer to the tender documents for more information

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the tender documents for more information

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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

4 October 2024

Local time

5:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

29 October 2024

#### **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: 12 (from the date stated for receipt of tender)

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## **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.4) Procedures for review**

#### **VI.4.1) Review body**

Rail Delivery Group

First Floor North, ?1 Puddle Dock,

London,

EC4V 3DS

Telephone

+44 2078418000

Country

United Kingdom