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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

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

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

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

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)

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

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London,

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Country

United Kingdom