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Planning

## **Media Planning and Buying - Prior Indicative Notice Only**

London North Eastern Railway Ltd.

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-032145

Procurement identifier (OCID): ocids-h6vhtk-038403

Published 14 November 2022, 10:37am

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

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

London North Eastern Railway Ltd.

East Coast House, 25 Skeldergate

York

YO1 6DH

#### **Contact**

Bianca Loftus

#### **Email**

[Bianca.Loftus@lner.co.uk](mailto:Bianca.Loftus@lner.co.uk)

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

**I.3) Communication**

Additional information can be obtained from 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**

Media Planning and Buying - Prior Indicative Notice Only

Reference number

DN1413

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

London North Eastern Railway (LNER) intends to commence a procurement process for the

provision of media planning and buying services. This notice intends to alert the market of the upcoming opportunity only.

The successful Media Agency/ies will plan media strategies and buy media inventory and/or advertising space across the full media mix including, but not limited to, the following channels;

TV advertising

cinema advertising

print advertising

radio advertising

digital display advertising

PPC advertising

social media advertising

video on demand advertising

broadcast video on demand advertising

out of home advertising

paid media partnerships.

LNER's anticipated annual budget for media spend is between £8m-£14m

The Opportunity will be open to LNER, and other train operating companies under Directly Operated Railways Limited.

The tender will be issued via LNER's e-tendering system - Proactis. Please ensure that you are registered to be able to access tender documentation  
([www.supplierlive.proactisp2p.com/Account/Login](http://www.supplierlive.proactisp2p.com/Account/Login))

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1 - Media Planning

Lot 2 - Media Buying

## **II.2) Description**

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

Media Planning

Lot No

1

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UK - United Kingdom

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

London North Eastern Railway (LNER) intends to commence a procurement process for the provision of media planning services. This notice intends to alert the market of the upcoming opportunity only.

The successful Media Agency will plan media strategies across the full marketing mix including, but not limited to, the following channels;

TV advertising

cinema advertising

print advertising

radio advertising

digital display advertising

PPC advertising

social media advertising

video on demand advertising

broadcast video on demand advertising

out of home advertising

paid media partnerships.

## **II.2) Description**

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

Media Buying

Lot No

2

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UK - United Kingdom

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

London North Eastern Railway (LNER) intends to commence a procurement process for the provision of media planning and buying services. This notice intends to alert the market of the upcoming opportunity only.

The successful Media Agency will buy media inventory and/or advertising space across the full marketing mix including, but not limited to, the following channels;

TV advertising

cinema advertising

print advertising

radio advertising

digital display advertising

PPC advertising

social media advertising

video on demand advertising

broadcast video on demand advertising

out of home advertising

paid media partnerships.

LNER's anticipated annual budget for media spend is between £8m-£14m.

The successful Media Agency will be skilled at buying across the channels listed above and more, and will be able to balance spend appropriately to deliver maximum return on investment.

## **II.3) Estimated date of publication of contract notice**

28 November 2022

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## **Section IV. Procedure**

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

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

If you are able to provide these services and interested in tendering for this opportunity, please could you provide as a minimum the following information:

Overview:

Company name.

A brief overview of the company and the nature of the services that you can offer.

Contact details, including location telephone and e-mail address, main point of contact and position in company.