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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

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.lner.co.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.6) Main activity

Railway services

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)

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

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

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.