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Tender

AEA230108 Marketing: media, digital, and airport; planning and buying

ABELLIO EAST ANGLIA LTD

F05: Contract notice – utilities

Notice identifier: 2023/S 000-032970

Procurement identifier (OCID): ocds-h6vhtk-04168e

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Section I: Contracting entity

I.1) Name and addresses

ABELLIO EAST ANGLIA LTD

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LONDON

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Contact

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Email

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Country

United Kingdom

Region code

UK - United Kingdom

Companies House

07861414

Internet address(es)

Main address

www.greateranglia.co.uk

I.3) Communication

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

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

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/NS6q1>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AEA230108 Marketing: media, digital, and airport; planning and buying

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Abellio East Anglia (GA) intends to commence a procurement process for the provision of media planning and buying services across three differing media lots for its Greater Anglia and Stansted Express brands. This notice intends to alert the market of the upcoming opportunity only.

The successful media agency for the brand planning and media buying lot (1) will plan media strategies and buy media inventory and/or advertising space across the following (but not limited to), media channels.

TV advertising

TV sponsorship

Video on demand advertising

Broadcast video on demand advertising

Radio advertising and sponsorship

Print advertising

Out of home advertising

Digital display advertising

Other non-broadcast sponsorships

Paid social

GA's anticipated annual budget for media spend across both Greater Anglia and Stansted Express is £2.6m per annum

II.1.5) Estimated total value

Value excluding VAT: £5,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Brand media planning and buying

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

This lot will be for the procurement of Brand Media Planning and Brand Media Buying.

GA is looking for a media agency that can successfully deliver above-the-line (ATL) media, and digital brand awareness channels. GA is looking for an agency of driven, organised individuals that are continually keeping up with the latest success factors and digital landscape, to help plan and deliver against stretching revenue targets. The awarded agency for this Lot will work closely with GA's creative, measurement and digital agencies to ensure a joined-up response to briefs and effective delivery.

Reporting on the success of GA's activity is paramount with the Department for Transport (DfT), a key stakeholder to whom plans are presented and learning shared. In addition to weekly and post-campaign reporting, and optimising; the successful agency will work closely with GA's econometrics agency to ensure learnings are captured in a timely way and fed into future plans.

GA's focus will be on delivering effective media plans based on insight, predominantly targeting media within the East Anglia region for GA, with some London media promoting journeys out of London into the region. For Stansted Express, the focus for media is on Greater London, given the direct and fast service that is offered.

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: £2,800,000

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

End date

20 September 2026

This contract is subject to renewal

Yes

Description of renewals

Option of further +24months extension

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Digital performance media services

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

Greater Anglia's main focuses are on;

1. Stimulating leisure travel,
2. Growing the commuter, and business markets,
3. Promoting the Greater Anglia app and website as the best way to buy tickets.

There will be a concerted focus on moving customers from offline channels to digital channels during the contract period; the key USPs of these channels will need to be highlighted to demonstrate the website and app are easier to navigate and to help make the experience seamless thus driving conversions.

Greater Anglia also wants to position its website and app in the region as the best way to buy train tickets and, where possible, protect and increase market share from our online competitor, Trainline, who are a 3rd party retailer of train tickets nationally.

Stansted Express digital marketing is vitally important in all parts of the customer journey. It creates awareness at the top of the funnel, provides certainty to the customer when planning and then drives conversion at the bottom of the funnel. Search marketing has been proven to be highly effective for Stansted Express.

Pay Per Click (PPC) - GA is looking for the prospective agency to facilitate the growth of the customer accounts covering always-on activity across multiple routes and campaign activations. Performance reporting is a priority to ensure continual analysis and optimisation of GA's Return on Advertising Spend (ROAS) and Cost per Click (CPC) with clear bidding and targeting strategies based on understanding our market and potential growth. Stansted Express targets both a UK and international audiences, agencies who bid for this Lot will need to be able manage multiple foreign markets and language variations.

Search Engine Optimisation/ Conversion Rate Optimisation (SEO / CRO) - Ongoing technical and content SEO management is required to increase visibility of GA's websites for key phrase terms, to drive sales from organic search traffic. GA's content management system (CMS) is Drupal and the e-commerce platform for GA is a white label of [Trainline.com](https://www.trainline.com). Stansted Express utilises Umbraco as its CMS. Optimisation of the ecommerce platforms comes at a significant cost, so GA largely relies on the front-end brochure site to drive traffic to the sites. Both brands will be looking for a future roadmap of SEO improvements and CRO A/B testing to help deliver the objectives.

Display - Using an 'always-on' approach GA wants to ensure a constant presence of the two brands online, through a variety of platforms including social and programmatic to target/ retarget audiences, maximising sales, revenue, and return on investment

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: £1,300,000

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

End date

20 September 2026

This contract is subject to renewal

Yes

Description of renewals

Option of further +24months extension

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Airport media planning and buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Stanstead Airport

II.2.4) Description of the procurement

GA is looking for a media planning and buying agency that has the expertise and experience to buy and manage airport media, ensuring a well targeted and strong brand presence in key locations within Stansted Airport. The appointed agency will be required to work closely with the marketing team and other media, creative and measurement agencies to ensure the Stansted Express brand delivers maximum revenue potential in an optimal and efficient way.

The objective of a strong airport brand presence for Stansted Express is to provide certainty to arriving passengers to reassure existing customers and acquire new customers that have not yet purchased their onward travel. Successfully achieving these objectives will increase rail mode share, drive additional revenue and ideally shift the purchase to online channels at point of purchase.

Being an onward travel provider, the Stansted Express brand is a large and important client to both the airport media concessionaire and Stansted Airport itself. Airport media is primarily targeted to the arriving passenger due to budget considerations and marketing effectiveness research, although GA would like to consider all media options within the airport environment. This may include departures, arrivals, across domestic and international airports and any new digital formats that may be available.

During planning and buying of the airport media, consideration is also given to the direct competitor set of other onward travel providers, specifically coach and taxi, as well as their retailing strategy and locations.

GA are looking for an agency or poster specialist that can demonstrate significant experience in buying airport media, has strengths in airport media planning and negotiation, can demonstrate transparency in media buying and will be actively involved in managing the airport media throughout the year to identify opportunities. The ability to manage and coordinate production and installation at a competitive rate is also highly

valued.

Other outdoor media opportunities, non-airport, sits within 'Lot 1 - Brand media planning and buying ' Examples of this non-airport media would be potential advertising at London Liverpool Street and other rail station environments, London Underground and roadside advertising. On-train advertising and Stansted Airport Rail Station is managed as owned media internally.

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: £800,000

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

End date

20 September 2026

This contract is subject to renewal

Yes

Description of renewals

Option of further +24months extension

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

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

Date

7 December 2023

Local time

11:00pm

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

15 December 2023

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

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