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Tender

Media Planning and Buying

London North Eastern Railway Ltd.

F05: Contract notice – utilities

Notice identifier: 2022/S 000-034568

Procurement identifier (OCID): ocds-h6vhtk-038b40

Published 6 December 2022, 6:04pm

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

Telephone

+44 7771612576

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.lner.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://supplierlive.proactisp2p.com/Account/Login>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying

Reference number

DN1433

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) is renewing its provision of media planning and buying services.

The successful Media Agency/ies will plan media strategies and / or 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.

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:

<https://supplierlive.proactisp2p.com/Account/Login>

If you are interested in this opportunity please submit your pre qualification questionnaire

by 21st December 2022

II.1.5) Estimated total value

Value excluding VAT: £14,320,000

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

Media Planning

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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.

LNER's anticipated annual budget for media planning retainer is between £220k-£320k

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 initial term is for 36 months with the option to extend for two extensions of 12 month each

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Media Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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

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 initial term is for 36 months with the option to extend for two extensions of 12 month each

II.2.10) Information about variants

Variants will be accepted: No

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 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

21 December 2022

Local time

5:00pm

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: 3 (from the date stated for receipt of tender)

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

London North Eastern Railway Limited

York

Country

United Kingdom