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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](mailto: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](http://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

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**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

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## **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)



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## **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