

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/035039-2022>

Tender

## **Provision of Creative Marketing and Advertising Services**

A T O C Ltd

F05: Contract notice – utilities

Notice identifier: 2022/S 000-035039

Procurement identifier (OCID): ocds-h6vhtk-038c91

Published 12 December 2022, 11:23am

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

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

A T O C Ltd

200 Aldersgate Street

LONDON

EC1A4HD

#### **Contact**

Tosin Sanusi

#### **Email**

[Tosin.Sanusi@raildeliverygroup.com](mailto:Tosin.Sanusi@raildeliverygroup.com)

#### **Telephone**

+44 7775018982

#### **Country**

United Kingdom

**Region code**

UKI31 - Camden and City of London

**Companies House**

03069033

**Internet address(es)**

Main address

[www.raildeliverygroup.com](http://www.raildeliverygroup.com)

**I.3) Communication**

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

<https://procurement.raildeliverygroup.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procurement.raildeliverygroup.com/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://procurement.raildeliverygroup.com/>

**I.6) Main activity**

Railway services

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Creative Marketing and Advertising Services

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Rail Delivery Group (RDG) and its affiliate companies would like invite bidders to provide Creative Advertising and Marketing Agency Services.

The successful supplier will develop our overall creative strategy to build, promote and land the benefits of the trains, driving awareness, consideration, and purchase of our national products such as Railcards.

Deliver best-in-class communications across the offline channel mix.

The successful supplier will provide creative and design services for RDG's national marketing campaigns to drive demand of train travel and products such as Railcards.

The successful bidder will be working collaboratively with our media agency on an aligned creative and media strategy. The appointed creative agency needs to ensure that they input into the media plans and proactively think of opportunities of developing channel and creative marriage.

The appointment will be for RDG's national marketing activity and Railcard marketing activity but will also include all other RDG, Great British Railway Transition Team (GBRTT) and National Rail activities that may occur on an ad-hoc basis during the terms of the contract awarded.

The tender will be issued by RDG's tendering system - Wax Digital. Access will be provided to bidders so they can access the tender documentation. . If you are interested in responding to this notice, please do so via the link below:

<https://procurement.raildeliverygroup.com/S2C/DisplayModules/TradeModules/Business>

Model/Registration.aspx?ApplicationInstanceID=27adc89e-0cb2-4b51-9bc1-34061f10156f

Please tag your registration as 'Creative Agency'

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79341000 - Advertising services
- 79342100 - Direct marketing services

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

NUTS codes

- UK - United Kingdom

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

Rail Delivery Group (RDG) is a membership body representing interests of train operating companies in Great Britain.

We are going through an exciting time of transformation in the rail industry where we can promote train travel as a category working as an extension of the Great British Transition Team (soon to become Great British Railway)

We are looking to procure a full-service creative agency to develop creative strategy and advertising work to drive demand of train travel across Britain as well as optimise sales of national products such as Railcards.

We would like a partner who will become an extension of our teams, who will get under the skin of our business, and drive us forward to deliver the highest possible return during this exciting period of change.

In this process we want to be challenged in our thinking, ways of working, approach to channels, and efficiencies in our production and content strategies, to really do things differently, for the better.

We value:

- Dynamism, creativity, customer-centricity, and a profoundly strategic and results-oriented approach.
- Flexibility and agility with the ability to solve creative challenges quickly and respond to urgent requests.
- Evidence of thinking differently and creating propositions that are future proofed.
- Evidence of taking data and insights into action.
- Understanding of the current communications landscape, the art of the possible, and consumer and market trends.
- Ideas and approaches that will drive real efficiency through smarter working.
- A truly open and collaborative relationship.

Tenderers are required to demonstrate they can provide a full design service across all types of projects. This may include, but is not limited to:

- Development of creative strategy, insights driven and future proof.
- Creative development for behaviour change campaigns, perception and awareness campaigns and commercial conversion campaigns.
- Creative development, concept, design and content across multi-channels, e.g. TV, ATL & Digital (including but not limited to: digital banners, social ads, influencer content, YouTube, in-game, app advertising)
- Effective account structure with high skilled professionals.
- Production and execution of shoot days for TVCs and other required channels - when required.
- Decipher media plans and create content suitable for the channel, specification and audience
- Work collaboratively with the media agency from brief to response to creation and to content trafficking.
- Designing brand identity including: logo, core messages, defining brand values, developing/producing multi-channel brand guidelines, proofing, and pagination.

The agency will be required to advise and ensure RDG creative content is working effectively across chosen media channels and formats to drive demand of train travel and optimise the sales of Railcards.

Currently, all creative concepting, management, development and trafficking is delivered by an agency who undertake all creative aspects for RDG.

RDG requires a cost-effective, professional agency, that will provide:

- Creative planning to be based on strategic direction whilst also ensure we keep relevant and inspirational across all channels (channels include: i) digital: social, display etc. ii) ATL Channels: TV, radio and outdoor).
- Develop and execute comprehensive creative strategies and concepts to maximise ROI against all channels.
- Proactively and collaboratively work with RDG's media agency to plan and deliver RDG advertising and marketing campaigns pro-actively identify and assess new opportunities and developments within creative and trends that may impact RDG in the short and long term.
- As appropriate or requested, evaluate and present creative opportunities for RDG consideration throughout the contract period.
- Brand safety: regularly reviewing the requirements and ensuring brand safety guidelines are adhered to.

#### **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

24

This contract is subject to renewal

Yes

Description of renewals

The option to extend will be for up to a further 2 years, either as whole or as increments of

no less than six months

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

As defined in the procurement documentation, in accordance with the Supplier Questionnaire evaluation criteria.

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: No

---

## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Please refer to the tender documents for more information

#### **III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Please refer to the tender documents for more information

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the tender documents for more information

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract



---

## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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

12 January 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.2) Information about electronic workflows**

Electronic invoicing will be accepted

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Rail Delivery Group

2nd Floor, 200 Aldersgate Street

London

EC1A 4HD

Email

[procurement@raildeliverygroup.com](mailto:procurement@raildeliverygroup.com)

Country

United Kingdom