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Contract

Creative marketing and advertising agency services

FIRST TRENITALIA WEST COAST RAIL LIMITED

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-035187

Procurement identifier (OCID): ocids-h6vhtk-03dcf3

Published 29 November 2023, 12:22pm

Section I: Contracting entity

I.1) Name and addresses

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor, The Point, 37 North Wharf Road

LONDON

W2 1AF

Contact

Ruchiie Sehdev

Email

ruchiie.sehdev@avantiwestcoast.co.uk

Telephone

+44 7773732843

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

10349442

Internet address(es)

Main address

www.avantiwestcoast.co.uk

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative marketing and advertising agency services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The procurement of a creative agency services required will cover the following scope but not limited to ;

1.1 Agency that can provide ongoing strategic & creative services under a pre-defined creative concept (Feel Good Travel, Turbo the Turtle, Reassurance and B2B campaigns) that

has been developed by our Incumbent creative agency.

1.2 Agency will be required to use the incumbent Feel Good Travel creative strategy (supported by our media agency) and produce evolutionary assets / production to deliver against media strategy and owned channel requirements. Channels could include (but are not exhaustive) TV, OOH, Radio, Digital and Print.

1.3 Agency shall be required to produce creative communications that support all commercial activity ranging from long term demand driving to shorter term revenue driving objectives.

1.4 Agency shall be required to deliver creative services to support business objectives

including revenue recovery, customer proposition penetration, and direct channel shift.

1.5 Agency that can provide day to day account management supporting BAU activity.
This

shall include; weekly status meetings, finance reconciliation, ad hoc requests etc.

At this stage, there is no guarantee that TV production will be required in the coming years,

as this will be highly dependent on the budgets approved by the DfT in the coming years.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

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

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as this will be highly dependent on the budgets approved by the DfT in the coming years.

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-018313](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 November 2023

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom