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Contract

## **Media Buying Agency Services**

SEVERN TRENT WATER LIMITED

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-046361

Procurement identifier (OCID): ocds-h6vhtk-04e3b9

Published 6 August 2025, 9:03am

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

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

SEVERN TRENT WATER LIMITED

Severn Trent Centre

Coventry

CV12LZ

#### **Contact**

s griffiths-jones

#### **Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

#### **Telephone**

+44 2477716919

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

02366686

**Internet address(es)**

Main address

[www.stwater.co.uk](http://www.stwater.co.uk)

**I.6) Main activity**

Water

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**Section II: Object**

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

**II.1.1) Title**

Media Buying 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**

This tender process was for the provision of Media Buying Agency Services and to appoint one media buying agency.

**II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £4,000,000

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

To appoint an agency who can use a wide range of media to reach a target audience for the lowest cost. The agency must be able to provide research and insight services, and be capable of demonstrating an understanding of demographics and the media landscape.

### **II.2.5) Award criteria**

Quality criterion - Name: Creative brief / Weighting: 65

Quality criterion - Name: Contractual compliance / Weighting: 5

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

2 x 1 year extensions

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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.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-005756](#)

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## **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**

13 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

REPUBLIC OF MEDIA LIMITED.

Manchester

M27AQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

07898268

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

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## **Section VI. Complementary information**

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

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

Severn Trent Water Limited

Coventry

CV1 2LZ

Country

United Kingdom