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Planning

2D Corporate Design Marketing Activities, including Retail Specific Campaigns

Transport for London

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-050551

Procurement identifier (OCID): ocds-h6vhtk-058c30

Published 21 August 2025, 2:20pm

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E201JN

Contact

Mark Flegg

Email

markflegg@tfl.gov.uk

Country

United Kingdom

Region code

UKI41 - Hackney and Newham

Companies House

06745516

Internet address(es)

Main address

<https://tfl.gov.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

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://crowncommercialservice.bravosolution.co.uk/web/login.html>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2D Corporate Design Marketing Activities, including Retail Specific Campaigns

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for London (TfL) requires 2D corporate design campaign services, to be provided by creative design agencies to support several business units (BU), including Customer Marketing and behaviour Change (CMBC), Design and Public Consultation, to support with the creative development of design and communications.

Places requirements include the manufacturing of large print format campaign artwork, as well as technical aspects including survey sites, create artwork schematics and safely install artwork within both operational and non-operational settings.

II.1.5) Estimated total value

Value excluding VAT: £3,344,626

II.1.6) Information about lots

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 3

II.2) Description

II.2.1) Title

TfL Corporate Design

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

A full-service Creative agency is required to provide on-going support to TfL Customer Marketing & Behaviour Change (CMBC), TfL Design, Consultation and Places for London teams for various campaign activities.

This Agreement will enable TfL to implement successful marketing and consultation campaigns in support of business objectives, specifically to deliver campaign materials.

The chosen Creative agency's scope of work will include:

- Creation of concepts for Customer Marketing & Behaviour Change and Consultation campaigns
- Execution of concepts into campaign assets across all type of media such as print, posters, online, social media and radio
- Adaptation of existing creative concepts
- Customer information e.g. posters, press ads, online ads, leaflets, letters, timetables, face to face activity etc.
- Events and exhibitions on an ad hoc project basis
- Translation services
- Face to Face marketing

II.2) Description**II.2.1) Title**

Places for London Marketing Activities

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This agency will provide full creative services, including but not limited to, strategic campaign direction, design, multimedia output, event and experiential, print and installation as required. This might also require:

- Typesetting, Artwork, Proofing and Pagination
- Digital content (web, email and social)
- Events, brand experience and exhibitions, including staffing
- Face to face and experiential marketing
- Video, animation, and photography

II.2) Description

II.2.1) Title

Places for London Retail Specific Campaigns, Vinyl's and Hoardings

Lot No

3

II.2.2) Additional CPV code(s)

- 34928470 - Signage
- 45233293 - Installation of street furniture
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This agency will have the specific capability to design and install unit vinyl, site hoardings, signage and create marketing collaterals specifically to market vacant units and development schemes.

- Creation of concepts for campaigns to promote properties To Let, development schemes and brand driven campaign activations
- Surveying of retail units, hoardings and other outdoor media as required to create schematics for artwork to be created to be accurately installed (agencies must agree to follow site specific safety rules and hold necessary competencies. Works can be conducted by a third party if required, but accountability will sit with the agency to ensure accuracy)
- Design for hoardings and vinyl for glazing
- Installation of signage, hoardings and vinyl artwork

II.3) Estimated date of publication of contract notice

22 December 2025

Section IV. Procedure
IV.1) Description**IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes