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Planning

## **SR-PACT-PROJ-894 - Digital Marketing Agency - Market Engagement**

ScotRail Trains Limited

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2025/S 000-066667

Procurement identifier (OCID): ocds-h6vhtk-05cfaa

Published 20 October 2025, 12:20pm

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

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

ScotRail Trains Limited

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

#### **Email**

[kathleen.gay@scotrail.co.uk](mailto:kathleen.gay@scotrail.co.uk)

#### **Telephone**

+44 3448110141

#### **Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<https://www.scotrail.co.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30589](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.6) Main activity**

Railway services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

SR-PACT-PROJ-894 - Digital Marketing Agency - Market Engagement

#### II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

ScotRail are conducting market engagement to understand the capabilities of potential Digital Marketing Agencies to lead the production and roll-out of all digital elements within ScotRail marketing campaigns, while also supporting standalone digital initiatives. We invite suppliers to complete a short questionnaire on our Wax e-sourcing portal which can be accessed here <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

ScotRail will review the information provided and intend to engage further with suppliers who have the relevant experience and capabilities. This assessment will shape our strategy and tender documents for the future of the service. Any questions relating to this market engagement should be posted using the 'Communication' tab. The deadline for submitting your questionnaire is by 12pm Tuesday 18th November 2025.

#### 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
- 79341200 - Advertising management services

#### II.2.3) Place of performance

NUTS codes

- UKM - Scotland

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

ScotRail are conducting market engagement to understand the capabilities of potential Digital Marketing Agencies to lead the production and roll-out of all digital elements within ScotRail marketing campaigns, while also supporting standalone digital initiatives. We invite suppliers to complete a short questionnaire on our Wax e-sourcing portal which can be accessed here <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

ScotRail will review the information provided and intend to engage further with suppliers who have the relevant experience and capabilities. This assessment will shape our strategy and tender documents for the future of the service. Any questions relating to this market engagement should be posted using the 'Communication' tab. The deadline for submitting your questionnaire is by 12pm Tuesday 18th November 2025.

#### **II.2.14) Additional information**

The questionnaire can be accessed through ScotRail's Wax e-sourcing portal here: <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

#### **II.3) Estimated date of publication of contract notice**

9 February 2026

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## **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

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The market engagement questionnaire for supplier's to respond to can be accessed through ScotRail's e-sourcing portal here: <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

(SC Ref:813522)