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Contract

Media Buying: Operations Sessions KPI and Talk Money Week

MONEY AND PENSIONS SERVICE

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067932

Procurement identifier (OCID): ocds-h6vhtk-05d2c3

Published 23 October 2025, 4:09pm

Scope

Reference

C1263

Description

Procurement of an agency to run a media campaign to reach consumers who would benefit from direct contact with our Money Guiders operations team. And support for our Talk Money Week campaign.

Contract 1. Media Buying: Operations Sessions KPI and Talk Money Week

Supplier

- OMD GROUP LIMITED

Contract value

- £105,000 excluding VAT
- £126,000 including VAT

Below the relevant threshold

Date signed

23 October 2025

Contract dates

- 24 October 2025 to 31 March 2026
- 5 months, 8 days

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKH24 - Bedford

Procedure

Procedure type

Below threshold - unknown

Supplier

OMD GROUP LIMITED

- Companies House: 02078820
- Public Procurement Organisation Number: PZNX-4753-GTZL

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

United Kingdom

Email: mgomdgovernment@manninggottliebomd.com

Website: <https://www.mgomd.com/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Media Buying: Operations Sessions KPI and Talk Money Week

Contracting authority

MONEY AND PENSIONS SERVICE

- Companies House: 07172704
- Public Procurement Organisation Number: PYCD-3829-CVCG

Money & Pensions Service Borough Hall

Bedford

MK42 9AB

United Kingdom

Email: commercial@maps.org.uk

Website: <https://maps.org.uk/en>

Region: UKH24 - Bedford

Organisation type: Public authority - central government