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Contract

Advertising Media Agency 2025

C2C RAILWAY LIMITED

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

Notice identifier: 2025/S 000-075721

Procurement identifier (OCID): ocds-h6vhtk-052a21 ([view related notices](#))

Published 20 November 2025, 2:26pm

Scope

Reference

c2c 130

Description

c2c are seeking a single supplier (agency) who can provide media planning, buying, and analysis across all media channels required by c2c.

Contract 1. Advertising Media Agency 2025

Supplier

- AMS MEDIA GROUP LIMITED

Contract value

- £3,613,775 excluding VAT
- £4,336,530 including VAT

Above the relevant threshold

Date signed

17 November 2025

Contract dates

- 17 November 2025 to 17 November 2028
- Possible extension to 17 November 2030
- 5 years, 1 day

Description of possible extension:

2 x 12 month extensions

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Paid social media

AMS Architect Solution

CPV classifications

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

Contract locations

- UKH3 - Essex
- UKI - London

Justification for not setting key performance indicators

They have not been set within the contract as of yet, as they will be set per media campaign as instructed by the contracting authority.

Submission

Submission type

Requests to participate

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Supplier

AMS MEDIA GROUP LIMITED

- Companies House: 01206912
- Public Procurement Organisation Number: PLPV-7222-CCLW

150-158 Kings Cross Road

London

WC1X 9DH

United Kingdom

Email: talk@amsgroup.co.uk

Website: <http://www.amsgroup.co.uk>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Advertising Media Agency 2025

Contracting authority

C2C RAILWAY LIMITED

- Companies House: 04659669
- Public Procurement Organisation Number: PCHL-2158-CTCQ

Floor 7, Centennium House, 100 Lower Thames Street

London

EC3R 6DL

United Kingdom

Email: procurement@c2crail.net

Region: UKI31 - Camden and City of London

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)