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Award

Media and Creative Services

Crown Commercial Service

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080692

Procurement identifier (OCID): ocds-h6vhtk-0502d0 ([view related notices](#))

Published 8 December 2025, 3:09pm

Scope

Reference

RM6364

Description

Crown Commercial Service, as the Authority, has put in place an agreement that will provide marketing and communication services to be used by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. This commercial agreement will be the recommended vehicle for all Media and Creative Services required by UK Central Government Departments.

This includes but is not limited to:

- media strategy, planning and buying
- creative strategy and ideation
- content production and fulfilment

- marketing events
- strategic advice, media auditing and assurance services that support the running of marketing and communications campaigns.

The framework will be established as follows:

Lot 1 and Lot 2: for 4 years and 6 months which includes an initial 6 month non-trading mobilisation period.

Lots 3, and 7: 4 years.

Commercial tool

Establishes a framework

Lot 1. Media Strategy, Planning and Buying

Description

Media Strategy, Planning and Buying, including provision of a marketing operating system planning. (one place)

Lot 2. Out of Home Media Buying

Description

Access services relating to buying outdoor advertising space including print space on bus

shelters, tube stations and billboards. (one place)

Lot 3. Media Strategy and Planning

Description

Paid, owned, earned planning. International and Domestic capability. (one place)

Lot 7. Integrated End-to-end Campaigns

Description

Fully integrated agency providing media planning, buying, creative, production, partnerships, marketing and PR. (three places)

Contract 1. Lot 1 - Media Strategy, Planning and Buying

Lots

Lot 1. Media Strategy, Planning and Buying

Supplier

- WAVEMAKER LIMITED

Contract value

- £1,500,000,000 excluding VAT
- £1,800,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

8 December 2025

Date assessment summaries were sent to tenderers

8 December 2025

Standstill period

- End: 17 December 2025
- 8 working days

Earliest date the contract will be signed

18 December 2025

Contract dates (estimated)

- 18 December 2025 to 14 June 2030
- 4 years, 5 months, 28 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 92200000 - Radio and television services

Contract 2. Lot 2 - Out of Home Media Buying

Lots

Lot 2. Out of Home Media Buying

Supplier

- WPP plc

Contract value

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

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8 December 2025

Standstill period

- End: 17 December 2025
- 8 working days

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18 December 2025

Contract dates (estimated)

- 18 December 2025 to 14 June 2030
- 4 years, 5 months, 28 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

- 92200000 - Radio and television services

Contract 3. Lot 3 - Media Strategy and Planning

Lots

Lot 3. Media Strategy and Planning

Supplier

- OMD GROUP LIMITED

Contract value

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

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- End: 17 December 2025
- 8 working days

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18 December 2025

Contract dates (estimated)

- 18 December 2025 to 14 January 2030
- 4 years, 28 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 92200000 - Radio and television services

Contract 4. Lot 7 - Integrated End-to-end Campaigns

Lots

Lot 7. Integrated End-to-end Campaigns

Suppliers (3)

- DIGITAL UNLIMITED GROUP LTD
- HAVAS UK LIMITED
- M&C SAATCHI (UK) LIMITED

Contract value

- £50,000,000 excluding VAT
- £60,000,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

8 December 2025

Date assessment summaries were sent to tenderers

8 December 2025

Standstill period

- End: 17 December 2025
- 8 working days

Earliest date the contract will be signed

18 December 2025

Contract dates (estimated)

- 18 December 2025 to 14 January 2030
- 4 years, 28 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 92200000 - Radio and television services

Information about tenders

Lot 1. Media Strategy, Planning and Buying

- 14 tenders received
- 2 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [OMD GROUP LIMITED](#)

Lot 2. Out of Home Media Buying

- 4 tenders received
- 3 tenders assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [DENTSU UK LIMITED \(Posterscope, a trading division of Dentsu UK Limited\)](#)
- [TALON OUTDOOR LIMITED](#)

Lot 3. Media Strategy and Planning

- 7 tenders received
- 5 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [ELECTICA LTD](#)
- [S M R S LTD](#)
- [GROUPM UK LTD](#)
- [VCCP GROUP LLP](#)

Lot 7. Integrated End-to-end Campaigns

- 14 tenders received
- 13 tenders assessed in the final stage:
 - 7 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 3 suppliers awarded contracts
- 10 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [23RED LIMITED](#)
- [BRAY LEINO LIMITED](#)
- [FCG WORLDWIDE LIMITED](#)
- [FIFTY TECHNOLOGY LIMITED](#)
- [FREUD COMMUNICATIONS LIMITED](#)
- [KINDRED AGENCY LIMITED](#)
- [MCCANN-ERICKSON CENTRAL LIMITED](#)
- [MEDIA REACH ADVERTISING Ltd.](#)

- [MHP GROUP LIMITED](#)
- [ST LUKE'S COMMUNICATIONS LIMITED](#)

Procedure

Procedure type

Open procedure

Suppliers

23RED LIMITED

- Companies House: 03974936
- Public Procurement Organisation Number: PDVJ-6687-HPWZ

95 Queen Victoria Street

London

EC4V 4HN

United Kingdom

Website: <http://www.23red.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

BRAY LEINO LIMITED

- Companies House: 01352705
- Public Procurement Organisation Number: PQDY-6386-LMRY

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Website: <https://www.brayleino.co.uk/>

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

DENTSU UK LIMITED (Posterscope, a trading division of Dentsu UK Limited)

- Companies House: 01939690
- Public Procurement Organisation Number: PHGH-8925-QTMZ

10 Triton Street

London

NW1 3BF

United Kingdom

Website: <http://www.posterscope.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

DIGITAL UNLIMITED GROUP LTD

- Companies House: 00210505
- Public Procurement Organisation Number: PVDP-4361-YZDR

7-11 Lexington Street

London

W1F 9AF

United Kingdom

Email: governmenttenders@unlimitedgroup.com

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

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. Lot 7 - Integrated End-to-end Campaigns

ELECTICA LTD

- Companies House: 11645227
- Public Procurement Organisation Number: PBBW-7868-VRZM

5 Brayford Square

London

E1 0SG

United Kingdom

Website: <http://www.electica.io>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

FCG WORLDWIDE LIMITED

- Companies House: 09647432
- Public Procurement Organisation Number: PMMM-1716-NJZW

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

United Kingdom

Website: <https://www.four.agency/>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

FIFTY TECHNOLOGY LIMITED

- Companies House: 09476244
- Public Procurement Organisation Number: PGGR-7132-WLCV

Fifth Floor, 24 Hanover Square

London

W1S 1JD

United Kingdom

Website: <http://fifty.io>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

FREUD COMMUNICATIONS LIMITED

- Companies House: 02478112

- Public Procurement Organisation Number: PVJH-3927-ZTDR

1 Stephen Street

London

W1T 1AL

United Kingdom

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

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

GROUPM UK LTD

- Public Procurement Organisation Number: PRDX-5562-WYJW

Sea Containers

London

SE1 9GL

United Kingdom

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

HAVAS UK LIMITED

- Companies House: 02821174
- Public Procurement Organisation Number: PTHT-4994-NNCR

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: havasnb@havas.com

Website: <https://lon.havas.com/>

Region: UKJ46 - West Kent

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. Lot 7 - Integrated End-to-end Campaigns

KINDRED AGENCY LIMITED

- Companies House: 07387574
- Public Procurement Organisation Number: PGHX-9625-YMHV

C/O Sedulo London Office 605, Albert House, 256-260 Old Street

London, United Kingdom

EC1V 9DD

United Kingdom

Website: <https://kindredagency.com/>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

M&C SAATCHI (UK) LIMITED

- Companies House: 03003693
- Public Procurement Organisation Number: PHLZ-1314-WTGD

36 Golden Square

London

W1F 9EE

United Kingdom

Email: new.business@mcsaatchi.com

Website: <https://mcsaatchi.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. Lot 7 - Integrated End-to-end Campaigns

MCCANN-ERICKSON CENTRAL LIMITED

- Companies House: 01983874
- Public Procurement Organisation Number: PXJP-3276-DTYR

McCann House

Solihull

B90 4WE

United Kingdom

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

Region: UKG32 - Solihull

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

MEDIA REACH ADVERTISING Ltd.

- Companies House: 02082065
- Public Procurement Organisation Number: PDCZ-9881-NZNR

13 Fulham Business Exchange,

London

SW6 2TL

United Kingdom

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

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

MHP GROUP LIMITED

- Companies House: 14106014
- Public Procurement Organisation Number: PDYR-2273-LTWG

60 Great Portland Street

London

W1W 7RT

United Kingdom

Website: <http://www.mhpgroup.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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

Supported employment provider: No

Public service mutual: No

Contract 3. Lot 3 - Media Strategy and Planning

S M R S LTD

- Companies House: 03365804
- Public Procurement Organisation Number: PXDH-1657-PVTG

2 Express Networks

Manchester

M4 6BD

United Kingdom

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

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

ST LUKE'S COMMUNICATIONS LIMITED

- Companies House: 03101400
- Public Procurement Organisation Number: PRRL-1953-BMYD

Unit G08 Record Hall, 16 ? 16a Baldwins Gardens,

London

EC1N 7RJ

United Kingdom

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

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

TALON OUTDOOR LIMITED

- Companies House: 06347960
- Public Procurement Organisation Number: PCWV-4973-XGNY

130 Shaftesbury Avenue

London

W1D 5EU

United Kingdom

Website: <https://talonooh.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

VCCP GROUP LLP

- Companies House: OC370529
- Public Procurement Organisation Number: PGRD-5998-ZTWV

Greencoat House

London

SW1P 1DH

United Kingdom

Website: <http://www.vccp.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

WAVEMAKER LIMITED

- Companies House: 04078547
- Public Procurement Organisation Number: PPJT-1182-CPHN

Sea Containers

London

SE1 9ET

United Kingdom

Email: Governmentresponse.London@wmglobal.com

Website: <https://wavemakerglobal.com/uk/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Media Strategy, Planning and Buying

WPP plc

- Jersey Financial Services Commission Registry: 111714
- Public Procurement Organisation Number: PNLX-2611-YQVT

18 Upper Ground

London

SE1 9GL

United Kingdom

Email: philippa.clayre@wpp.com

Website: <https://www.wpp.com/en>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Out of Home Media Buying

Contracting authority

Crown Commercial Service

- Public Procurement Organisation Number: PBZB-4962-TVLR

The Capital, Old Hall Street

Liverpool

L3 9PP

United Kingdom

Telephone: +44 3454102222

Email: supplier@crowncommercial.gov.uk

Website: <https://www.gov.uk/ccs>

Region: UKD72 - Liverpool

Organisation type: Public authority - central government