

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/084361-2025>

Planning

Global Brand Review: External & Internal Content Services RFP

NATIONAL GRID UK LIMITED

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-084361

Procurement identifier (OCID): ocds-h6vhtk-05f915 ([view related notices](#))

Published 18 December 2025, 12:58pm

Scope

Description

National Grid is issuing this Planned Procurement Notice (PPN) to invite qualified agencies to submit expressions of interest, for Content Planning & Development for external and internal needs to support an upcoming brand review and rollout phase. This will include activities such as helping our content team finalise a brand launch content plan, long and short form content development, editing and revamping for .com, storytelling for internal and external channels, employee brand training content, video and motion assets for new brand campaign support, to bring our new brand identity to life across digital and social channels.

Our preference is to appoint a single global agency to deliver the full scope of services outlined in this Statement of Work. However, due to the distinct nature of certain elements within the scope, we reserve the right to award contracts to two suppliers if this approach better meets the technical requirements of the service provision. In such a case, awards will be based on the highest-ranked suppliers following the evaluation process, including presentations and Best and Final Offer (BAFO) submissions, with contracts offered to the first and second ranked bidders.

Due to the critical timeline for this program, the supplier must commit to an accelerated onboarding process, including prompt completion of contract negotiations, supplier registration within our payment systems, and readiness to commence work immediately upon contract execution. Full engagement and responsiveness during onboarding are essential to ensure the supplier is prepared to deliver from day one.

The initial contract term will be 12 months from the agreed start date. However, the contract may end earlier if the project is completed before this term.

Suppliers must plan and resource to ensure the full scope of work is completed within the agreed timeline, as the target dates remain imperative. While the 12-month term provides contingency and flexibility, accelerated phases within this period may be required to recover lost time and meet deadlines.

If unforeseen requirements arise, National Grid may decide to continue the services beyond the initial project's end date. Any further work past the initial project date will be subject to mutual consent and compliance with procurement regulations and will be on the same terms and conditions unless otherwise agreed. If no further time is required, the contract will expire upon project completion.

Estimated contract length: 1 Year

Estimated value: £1.5M-£3.5M

To note: Spend is anticipated for one global supplier but may be split between two suppliers. This split will not necessarily be 50/50. The minimum anticipated award will be £1.5M, and the maximum award will be £3M, depending on technical capability.

Total value (estimated)

- £3,000,000 excluding VAT
- £3,600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 15 April 2026 to 14 April 2027

- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom
- US - United States

Submission

Publication date of tender notice (estimated)

27 January 2026

Submission type

Requests to participate

Deadline for requests to participate

28 January 2026, 12:00pm

Languages that may be used for submission

English

Award decision date (estimated)

6 April 2026

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Reduced tendering period

Yes

Qualifying planned procurement notice - minimum 10 days

Documents

Associated tender documents

[Expression of Interest-Global Brand Review External and Internal Content Services RFP-FINAL.pdf](#)

Expression of Interest-Global Brand Review External and Internal Content Services RFP

Outlining key information for the upcoming tender which will be reduced to 10 days as part of this process.

[Expression of Interest - Required Information \(3\).xlsx](#)

Expression of Interest-Required Information Document

Please use this document to confirm your expression of interest and participation. Once this has been completed and returned to jessica.shepherd@nationalgrid.com, you will receive further details on how to register to our e-tendering platform 'Ariba' in readiness for the upcoming tender.

[UK NDA- Global Brand Review External and Internal Content Services RFP.docx](#)

UK NDA-Global Brand Review External and Internal Content Services RFP

This document will need to be reviewed and signed before returning to jessica.shepherd@nationalgrid.com. No tender documents will be shared until this has been completed in full and returned.

A final executed copy will be shared with each participating member individually.

[US NDA-Global Brand Review External and Internal Content Services RFP.doc](#)

US NDA-Global Brand Review External and Internal Content Services RFP

This document will need to be reviewed and signed before returning to jessica.shepherd@nationalgrid.com. No tender documents will be shared until this has been completed in full and returned.

A final executed copy will be shared with each participating member individually.

Contracting authority

NATIONAL GRID UK LIMITED

- Companies House: 04508773
- Public Procurement Organisation Number: PGTR-4481-CJPQ

1-3 Strand

London

WC2N 5EH

United Kingdom

Contact name: Jessica Shepherd

Email: jessica.shepherd@nationalgrid.com

Region: UKI32 - Westminster

Organisation type: Private utility