

Global Brand Review: External & Internal Content Services RFP

Expression of Interest

Background

National Grid, a FTSE 100 company, connects millions of people in the UK and US to the energy they rely upon. We own the high-voltage electricity transmission network in England and Wales and the UK's largest electricity distribution network. Our electricity and natural gas networks in New York and Massachusetts serve more than 20 million people. National Grid Ventures develops and operates large-scale clean energy projects and partnerships across the UK and US, while National Grid Partners invest in or build smart innovations that will play a central role in the energy transformation. We believe it is a privilege to enable the provision of energy to our regions that, collectively, generate around £16.8 trillion (\$22 trillion USD) of economic activity, and to be trusted to build the infrastructure today that will serve our customers' needs for decades to come.

Project Outline Scope

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.

Key Requirements

- We would like suppliers with a physical agency footprint or resources with relevant experience and skills needed available for this program are located or has offices in the UK and US Primary locations of New York and London.
- Depth and breadth of experienced employees necessary to support our UK and US jurisdictions at the required level to both set strategy and execute strategy.
- Recent relevant experience working in the energy, tech innovation, and industrials sectors (in the last five years).
- Experience working with multinational companies, complex enterprises, and regulated clients.
- Deep bench of agency expertise in strategic content planning and development for internal and external channels.
- Ability to demonstrate experience leveraging the latest technologies and platforms, including AI, to inform and executive planning and/or execution for contemporary approach, including but not limited to: real-time insights, creative storytelling, message testing, and measurement and beyond.
- Demonstrated track-record supporting multi-national companies as global agency lead in a global-local agency networks.
- Has a robust talent and staffing model that inspires confidence in ability to handle the requirements with a new brand launch, following brand guidelines and voice.
- Creative thinking, writing and use of visual systems across formats and channels
- Established articulated standards around project management, process and account management
- Proven brand repositioning work for complex enterprises, multi-business, multinational brands.
- Strong digital content development and expertise

Estimated Value & Contract Length, subject to change

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.

Contractual Approach

National Grid's standard terms and conditions will be used to form the contract for this tender award. The awarded supplier/s will be required to enter two contracts (1 for the US & 1 for the UK). Terms will be provided for review during the RFP process.

National Grid is willing to accept joint bids for the scope of work; however, the agreement will only be executed with the principal contractor. Any sub-agreements must be established separately between the principal contractor and its subcontractors.

Procurement Process

The information provided within this brief is for guide purposes only and may be subject to change (this includes termination of those works). Any associated work undertaken by any party in receipt of this document is done so at their own risk. This does not constitute an instruction to work on behalf of National Grid (or associates)

This Competitive Flexible Procedure under PA23 allows National Grid to design a process that includes negotiation and refinement of proposals to achieve best value. Suppliers should note that:

- Award criteria may be refined during the process, and any changes will be communicated transparently.
- Multiple tendering rounds may occur, including opportunities for suppliers to revise proposals.
- Negotiation may take place after initial submissions to clarify and improve offers.
- The process will remain compliant with PA23 principles of fairness, transparency, and equal treatment.

Phase 1 – Supplier Selection Stage:

All interested agencies will be invited to complete a Supplier Selection Questionnaire via National Grid's tendering platform, Ariba. This stage enables National Grid to assess capability. Relevant documents, evaluation criteria, and instructions will be provided at launch.

Phase 2 – Technical Presentations & Request for Proposal (RFP):

Shortlisted bidders will be invited to submit proposals and deliver a technical presentation. This stage will include further technical evaluation and a commercial proposal, managed through Ariba and Teams. Evaluation criteria will be shared upon RFP launch. Presentations and commercial proposals will be assessed post stage 1 as a final tender stage.

Please note: Under the Competitive Flexible Procedure, National Grid may refine requirements or award criteria during the process. Any changes will be communicated transparently to all participants.

Negotiation & Refinement

National Grid reserves the right to enter negotiations with shortlisted suppliers to clarify proposals and seek improved commercial terms to ensure best value before final evaluation.

BAFO

If deemed necessary, a Best and Final Offer (BAFO) stage will be introduced to ensure value for money and competitive fairness. Should a BAFO be requested, suppliers will have a set period to submit revised offers. Any supplier who does not submit a BAFO within this period will have their original commercial submission considered final.

Award

National Grid intends to appoint a single global agency to deliver the full scope of services. However, we reserve the right to award contracts to the two highest-ranked suppliers if this approach is deemed necessary to ensure optimal value and service delivery. The successful bidder(s) will be required to enter two contracts with National Grid (one for the US and one for the UK).

Estimated Key Dates (subject to change)

PPN Notice: 18/12/2025 - 27/01/2026

Ariba Onboarding and NDA's Returned: 18/12/2025 - 27/01/2026

(Recommended Registration Completion date and NDA Return: 19/01/2026)

Tender Notice: 27/01/2026

Tender Period: 27/01/2026 - 06/02/2026

Supplier Questions Due: 30/01/2026

Responses to Questions: 04/02/2026

Tender Closes: 06/02/2026 (13:00 GMT)

Phase 1- Supplier Selection: 10/02/2026 - 20/02/2026

Invitation to Presentations: 23/03/2026 - 24/02/2026

Phase 2- RFP Presentations, Q&A and Commercial Submissions Due: 25/02/2026 - 26/02/2026

BAFO Submissions: 16/03/2026

Award Notice, Feedback Letters & 8 Day-Standstill: 06/04/2026 - 14/04/2026

Contract Signing: 15/04/2026

Please note: National Grid is under no obligation to provide feedback to all respondents to the Tender Notice. Detailed feedback will only be provided to suppliers who were shortlisted and progressed to Phase 2 of the tender process, where commercial bids were submitted and presentations were attended. Generic feedback may be offered to support suppliers in future opportunities with National Grid.

National Grid Ariba System for Sourcing Events

National Grid publishes electronic sourcing events using the Ariba Sourcing platform. Therefore, it is a mandatory requirement that you register on this platform in advance of the publication of the sourcing event. There is no cost to tenderers to register or use the Ariba Sourcing platform.

Suppliers intending to participate must provide the requested information in the attached excel sheet when confirming your interest in participating.

Further details will then be shared on how to Register to the Ariba Portal.

Non-Disclosure Agreement

In order to participate in this event, you must sign and send via email the attached Confidentiality Agreements (1 for the US & 1 for the UK) without changes, ensuring that the below sections are fully populated:

UK NDA:

Page 1 - Name of bidder, registered company number, and registered office address of bidder

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Page 5 – Name, signature, date, and signing authority and title

US NDA:

Page 1 - Name of bidder and registered office address of bidder

Page 5 – Name of bidder and contact details for legal notices

Page 5 - Name, signature, date, and signing authority and title

Deadline

Suppliers are strongly encouraged to be registered on the e-tendering portal and return NDA's by **19/01/2026** to ensure timely access to tender documents. Registration after this date will still be permitted; however, please note that the tender period will be limited to **10 calendar days**, and late registration may reduce the time available for you to prepare and submit your bid. Participation after the Tender Notice is published will be entirely at the supplier's own risk.

Registration details confirming your participation and NDA's, should be returned via email to the below contact:

Jessica Shepherd – jessica.shepherd@nationalgrid.com

Your e-mail confirming your expression of interest should include the following:

- Signed NDAs (1 for US & 1 for UK)
- Required Information (Excel sheet) – providing details for registration on Ariba platform