

**UK-York: Advertising services**  
**OJ S 54/2013 16/03/2013**  
**Contract notice – utilities**  
**Services**

**Directive 2004/17/EC**

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: East Coast Main Line Company Limited  
Postal address: East Coast House, 25 Skeldergate  
Town: York  
Postal code: YO1 6DH  
Country: United Kingdom  
For the attention of: Bianca Atkinson  
E-mail: [bianca.atkinson@eastcoast.co.uk](mailto:bianca.atkinson@eastcoast.co.uk)  
Telephone: +44 8450593185  
Fax: +44 8450594782

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from:** the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

**I.2. Main activity**

Railway services

**I.3. Contract award on behalf of other contracting entities**

The contracting entity is purchasing on behalf of other contracting entities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting entity**

Advertising Agency.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

We're looking to appoint an advertising agency to take overall responsibility for further developing our brand, building on our successful activity over the last 3 years the brand has been in existence. Specifically, the agency will be responsible for:

1. Developing our brand position, a communication platform and advertising idea that builds on our successful 'welcome to' activity. This will involve strategic and brand planning, responding to our objectives to grow awareness, incite consideration and drive action.
2. Developing an overall creative idea, executed and approved (Clearcast etc) to storyboard level for TV, online, Radio, Out-of-home, Press. Depending on the size of the campaign we would also use these assets BTL, across digital, social and in any experiential.
3. Managing artwork production to master ad stage for TV, online, Radio, Out-of-home and Press as required. For Press & OOH, Masters are to be supplied to our in house studio for all adapts and supply and print management.
4. Managing the adaptation, final approval (Clearcast), and distribution of TV and Radio advertising to networks
5. To work as part of an inter-agency group on larger briefs presenting back an integrated solution to our business challenges. Working closely to develop the campaign and also evaluate, optimise and pursue greater effectiveness and efficiency from all forms of media. The total budget brand and acquisition spend (Media and creative) for 2013-14 will be approximately GBP 7 m. This covers our advertising spend (TV, OOH, online display, Radio) for both Leisure and Business.

**II.1.6. CPV code(s)**

79341000 Advertising services, 79341400 Advertising campaign services

**II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

**II.1.8. Information about lots**

This contract is divided into lots: no

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

**II.2.2. Information about options**

**II.2.3. Information about renewals**

This contract is subject to renewal: no

**II.3. Duration of the contract or time limit for completion**

Start 29.5.2013 Completion 28.5.2014

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

Details to be contained in the invitation to tender documents.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Details to be contained in the invitation to tender documents.

**III.1.3.**

## **Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Details to be contained in the invitation to tender documents.

### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

## **III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: A Pre-Qualification Questionnaire will be issued to all potential suppliers.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: A Pre-Qualification Questionnaire will be issued to all potential suppliers.

### **III.2.3. Technical and professional ability**

List and brief description of conditions: A Pre-Qualification Questionnaire will be issued to all potential suppliers.

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting entity**

ECADVERT2013.

**IV.3.2. Previous publication concerning this procedure**

no

**IV.3.3. Conditions for obtaining specifications and additional documents**

(except for a DPS)

Time limit for receipt of requests for documents or for accessing documents: ..

**IV.3.4. Time limit for receipt of tenders or requests to participate**

5.4.2013 - 12:00

**IV.3.5. Languages in which tenders or requests to participate may be submitted**

English.

**IV.3.6. Minimum time frame during which the tenderer must maintain the tender**

**IV.3.7. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

**VI.3. Additional information**

Following response to this notice and the completion of a pre-qualification questionnaire, an invitation to tender document will be issued to those agencies who most closely satisfy East Coast's qualification criteria.

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

**VI.5. Date of dispatch of this notice**

14.3.2013