

**United Kingdom-London: Marketing services**  
**OJ S 88/2018 08/05/2018**  
**Contract notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Go-Ahead Holding Limited

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

Contact person: Dami Ogunjimi

E-mail: [dami.ogunjimi@gtrailway.com](mailto:dami.ogunjimi@gtrailway.com)

**Internet address(es):**

Main address: [www.go-ahead.com](http://www.go-ahead.com)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.go-ahead.com](http://www.go-ahead.com)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Go-Ahead Holding Limited

Town: London

Country: United Kingdom

Contact person: Dami Ogunjimi

E-mail: [dami.ogunjimi@gtrailway.com](mailto:dami.ogunjimi@gtrailway.com)

NUTS code: UK United Kingdom

**Internet address(es):**

Main address: [www.go-ahead.com](http://www.go-ahead.com)

**I.6. Main activity**

Railway services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Media Buying Services

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Media Buying services to include for:

- Offline Services,
- Media Partnerships,
- Online Media Planning and Buying,
- Pay Per Click (digital),
- Paid Social (digital),
- Affiliate Marketing (digital),
- Mobile Services (digital, mobile exclusive campaigns including SMS),
- Adserving (digital),
- Additional Services - Sponsorship, negotiation and management, interactive TV services, supply of competitive creative executions, international media services, econometric analysis, qualitative and quantitative research, data planning and analysis.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

GTR - Offline Media  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79342000 Marketing services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

Offline Media Services.

- The evaluation of all advertising media,
- The formulation of marketing and media plans and subsequent implementation,
- The development, formulation and submission of a detailed media schedule,
- General media planning and buying of Television, Print, Out of Home, Cinema, Broadcaster VOD, Radio, Door Drops, Loose Inserts,
- The incorporation of owned media (eg station posters) within integrated media plans, in order to maximise campaign effectiveness,
- Reporting on performance of the media against the campaign or brief by media channel at the beginning, end and during the campaign's life.

Media Partnerships.

- Negotiating and agreeing partnership deals on our behalf, formulation of all appropriate partnership credits and idents, and the management of partnership projects (e.g. sponsorship and promotions such as timeout cover apps, radio deals).

Additional Services.

- Sponsorship, negotiation and management, interactive TV services, supply of competitive creative executions, international media services, econometric analysis, qualitative and quantitative research, data planning and analysis.

#### **II.2.5.**

**Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value****II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/01/2019 End: 19/09/2021

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

GTR - Online Media

Lot No: 2

**II.2.2. Additional CPV code(s)**

79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

**II.2.4. Description of the procurement**

Online Media Planning and Buying.

— Providing a plan, to buy online space to be filled by GTR's online advertising (e.g. banner space, button space, online skyscrapers, rich media space etc. individual websites e.g. National Rail); and,

— Lease that online space in the Media Agency's own name; and,

— Implement, on our behalf, such of our online advertising in that online space as is provided to the Media Agency or is specified by us,

— Reporting on performance of the media against the campaign or brief by media channel at the beginning, end and during the campaign's life,

— Inventory Media to drive targeting and price efficiencies.

Pay Per Click (Digital).

— The management of GTR's pay per click listings across search engines specified.

Paid Social (Digital).

— Provision of a plan, in accordance with the GTR's specified parameters, to buy Social media space to be filled by the our online advertising (currently Facebook and Twitter),

— The management and provision of the following:

— Campaign planning and strategy development,

— Campaign set-up and implementation,

— Campaign optimisation and re-forecasting,

— Campaign reporting and status updates,

— Post-campaign analysis.

Affiliate Marketing (Digital).

— The management (including reporting to GTR) and running of affiliate programmes, each on behalf of GTR.

Mobile Services (Digital, Mobile Exclusive Campaigns including SMS).

— provide a mobile plan to buy mobile web space to be filled by GTR's online advertising (e.g. banner space, button space, online skyscrapers, rich media space etc.); and,

— lease that mobile web space in the Media Agency's own name; and implement, on the our behalf, such of the GTR's mobile web advertising in that mobile web space as is provided to the Media Agency or is specified by GTR,

— Management of the sourcing and direction of services for the creation of mobile applications and the selection of hardware services e.g Bluetooth broadcast networks; messaging platform services.

Adserving (Digital).

— The setup, management, optimisation and reporting upon GTR's digital media activity through third-party technology providers,

— Display Ad Operation tasks include, but are not limited to:

— Inputting of the plan into the ad-server (site, placement name and creative size etc),

— QA of creatives received,

— QA of creative specs, sizes,

— Ensuring that creative agency are including correct coding,

— Assigning creatives to placements and ensuring that click-through URLs are working and correct as per the plan,

— Creative targeting – geographic/domain/time of day /behavioural/re-targeting,

— Creative rotation set-up - sequential/best performing/random/ weighted,

— Setting up of FTP connections to enable us to transfer and traffic creatives with large file sizes (e.g. video creative),

— Mid-campaign changes to creative rotation and weightings,

— Sending of code to the media owners for implementation into their site,

— Liaison with media owners to check that code is compatible and working correctly on their site/network,

— Liaising with media owners to ensure adserver stats are not showing a large discrepancy with our figures (this involves contacting each site individually to retrieve their delivery figures, so that we can match them to our third party stats),

— Resolution of any ad-serving discrepancies between the adserver and media owner figures,

— Recommendation of which client site pages to track, and the types of tracking to be implemented,

— Spotlight tag creation,

— Quality assurance testing of Spotlight tags once implemented on client site,

— Set-up of Advanced Reporting options,

— Frequency and Time-lag to conversion reports,

— Cross-site duplication,

— Reach and Frequency reports,

— Post campaign reconciliation of delivery stats with media owner figures, any dispute resolution if need arises,

— The employment of a Technical Manager to oversee Client operations.

## II.2.5.

## **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/01/2019 End: 19/09/2021

This contract is subject to renewal: no

### **II.2.10. Information about variants**

Variants will be accepted: yes

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Southeastern

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79342000 Marketing services

##### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

##### **II.2.4. Description of the procurement**

Offline Media Services.

— General media planning and buying of Television, Print, Out of Home, Cinema, Broadcaster VOD, Radio, Door Drops, Loose Experiential Inserts,

— The evaluation of all advertising media,

— The formulation of marketing and media plans and subsequent implementation,

— The development, formulation and submission of a detailed media schedule,

— Reporting on performance of the media against the campaign or brief by media channel at the beginning, end and during the campaign's life,

— Lead annual strategic planning with Southeastern for upcoming year.

Media Partnerships.

— Negotiating and agreeing partnership deals on our behalf, formulation of all appropriate partnership credits and idents, and the full management of partnership projects (e.g. sponsorship and promotions such as timeout cover wraps, radio deals).

Online Media Planning and Buying.

— Providing a plan, to buy online space to be filled by Southeastern's online advertising (e.g. banner space, button space, online skyscrapers, rich media space etc. individual websites e.g. National Rail); and,

— Lease that online space in the Media Agency's own name; and,

- Implement, on our behalf, such of our online advertising in that online space as is provided to the Media Agency or is specified by us,
- Reporting on performance of the media against the campaign or brief by media channel at the beginning, end and during the campaign's life. Plus periodic reporting on always-on activity,
- Weekly monitoring of all digital activity and relevant optimisation recommendations shared from this to ensure best performance,
- Inventory Media to drive targeting and price efficiencies,
- Lead annual strategic planning with Southeastern for upcoming year.

Pay Per Click (Digital).

- The management of Southeastern's pay per click listings across search engines specified so as to attempt to maximise the Southeastern's return-on-investment for the allocated campaign budget (such management to include set-up, management and optimisation, including the Media Agency's editorial team's examination of relevant websites to check keywords, relevant titles, descriptions and managing a budget split across pay-for-placement search engines).

Paid Social (Digital).

- Provision of a plan, in accordance with the Southeastern's specified parameters, to buy Social media space to be filled by the our online advertising (currently Facebook, Twitter and Instagram),
- The management and provision of the following:
  - Campaign planning and strategy development,
  - Campaign set-up and implementation,
  - Campaign optimisation and re-forecasting,
  - Campaign reporting and status updates,
  - Management of always-on social calendar and content tool (Chute or other similar tool) for population of this calendar,
  - Periodic reporting of always-on social activity,
  - Post-campaign analysis,
  - Management of all influencer activity including but not limited to,
  - Sourcing of suitable influencers, negotiating activity and completing contractual agreements,
  - Monitoring and reporting of influencer activity and coverage.

Adserving (Digital).

- Management of all digital media from development, creative and booking through the optimisation and analysis working closely with other agency partners.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

**II.2.11. Information about options**

Options: no

**II.2.13.**

## **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

#### **Section IV: Procedure**

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##### **IV.1. Description**

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

Negotiated procedure with prior call for competition

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

###### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

##### **IV.2. Administrative information**

###### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 06/06/2018 Local time: 15:00

###### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

###### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **Section VI: Complementary information**

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##### **VI.1. Information about recurrence**

This is a recurrent procurement: no

##### **VI.3. Additional information**

##### **VI.4. Procedures for review**

###### **VI.4.1. Review body**

Official name: Go-Ahead Holding Limited

Town: London

Country: United Kingdom

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

04/05/2018