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RM6003 Media Buying Award Notice

Crown Commercial Service

Published date: 4 October 2018

Last edited date: 4 October 2018

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Awarded opportunity - This means that the contract has been awarded to a supplier.

Closing: 19 March 2018

Contract summary

Industry

- Advertising services - 79341000
- Radio and television services - 92200000

Location of contract

Any region

Value of contract

£800,000,000

Procurement reference

RM6003 Media Buying

Published date

4 October 2018

Closing date

19 March 2018

Contract start date

7 November 2018

Contract end date

21 May 2022

Contract type

Service contract

Procedure type

Open procedure (OJEU)

[▶ What is an open procedure \(OJEU\)?](#)**Contract is suitable for SMEs?**

No

Contract is suitable for VCSEs?

No

Description

The purpose of this Framework Agreement is to provide central government (and the wider public sector) with a new, open and transparent approach for the media buying agency, to provide the best possible outcomes for communication campaigns whilst providing value for the taxpayer. The successful media buying agency is capable of providing excellent customer service, as well as delivering value for money. They will work in partnership with media buying agencies to deliver the media buying aspect of fully integrated campaigns for government.

More information**Attachments**[Redacted Attachment 6 - Framework Agreement Terms and Conditions and Schedules RM6003.pdf](#)

- Award Notice
- Redacted Framework Agreement

Award information

Awarded date

21 May 2018

Contract start date

22 May 2018

Contract end date

21 May 2022

Total value of contract

£800,000,000

This contract was awarded to **1** supplier.**OMD Group Ltd**[▶ Show supplier information](#)

About the buyer

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Closing: 19 March 2018

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