

VMLY&R a division of WPP Brands (UK) Ltd  
Greater London House  
Hampstead Road  
London  
NW1 7QP

Attn: [REDACTED], Executive Director of Growth  
[REDACTED]@vmlyr.com

Date: 18<sup>th</sup> March 2021

Contract ref: CCCO20A29

DfT ref: TCOM3005

Dear [REDACTED],

**Award of contract for the supply of Creative Agency Services for the Department for Transport**

Further to your submission of a bid for the above Procurement, on behalf of Department for Transport (the "Authority"), I am pleased to inform you that you ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submission.

The call-off contract shall commence on the 2<sup>nd</sup> day of April 2021 and the Expiry Date will be the 1<sup>st</sup> day of April 2024. The Contracting Authority reserves the option to extend the call-off contract by one period of 1 year. The total contract value shall be up to £11,400,000.00 (ex VAT) including all extension options.

This procurement activity was a Call Off under Lot 1 of RM3774 Campaign Solutions Commercial Agreement and the Commercial Agreement Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please print and sign a copy of the Letter of Appointment and forward to the Procurement Lead electronically via the e-Sourcing Suites' messaging service by 16:00 on 23<sup>rd</sup> March 2021.

A copy signed on behalf of the Contracting Authority will be returned for your records.

Should you have any queries regarding this or any other matter please do not hesitate to contact me.

Yours faithfully,

Signed for and on behalf of Department for Transport

Name: [REDACTED]

Job Title: **Commercial Manager**

Signature: [REDACTED]

OFFICIAL

Date: **19/03/2021**