

Abbott Mead Vickers BBDO

REDACTED

Date: 16<sup>th</sup> December 2016

Procurement ref: CCPR16A03

Dear Sir/Madam,

**Award of contract for the supply of Think Campaign Creative Services**

Further to your submission of a Tender/Proposal for the above Procurement, on behalf of Department for Transport (the "Authority"), I am writing to advise that the procurement is now complete.

I am pleased to inform you that your company ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submitted proposal.

The call-off contract shall commence 23<sup>rd</sup> day of December 2016 and the Expiry Date will be 22<sup>nd</sup> day of June 2019. The Authority reserves the option to extend the call-off contract by 1 period of 6 months to 22<sup>nd</sup> December 2019. The total contract value shall be £404,946.00 including all extension options.

This procurement activity was a further competition under framework RM988 Creative Solutions – Lot 1 Marketing Communications and the framework Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those framework terms and conditions.

The contract will be issued following the Inception meeting when the full scope of work and SLAs will be agreed.

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

Procurement Specialist

Signature:

Date: 16<sup>th</sup> December 2016