M&C SAATCHI (UK) Ltd  
36 Golden Square  
London  
W1F 9EE

Attn:  **REDACTED TEXT under FOIA Section 40, Personal Information**.  
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Date: 04/05/2023

Contract ref: CCMK22A07

Dear **REDACTED TEXT under FOIA Section 40, Personal Information**,

**Award of contract for the service of Creative Campaign Development and Delivery**

Further to your submission of a bid for the above Procurement, on behalf of Department for Work and Pensions, 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 10 day of May 2023 and the Expiry Date will be 09 day of May 2025.

The Buyer reserves the option to extend the call-off contract by 2 periods of 12 months.

The maximum contract value shall be up to a maximum of £15,000,000.00 (ex VAT) including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6125 Campaign Solutions 2, Lot 1: End to End Campaign Solutions 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 sign the Call-Off Contract/Terms and Conditions and forward to the Procurement Lead electronically via the e-Sourcing Suite’s messaging service by 15:00 on Friday 5th May 2023.

You are reminded that no engagement with the Buyer is permitted until a copy of the signed contract is received.

A copy signed on behalf of the Buyer 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 Work and Pensions

**REDACTED TEXT under FOIA Section 40, Personal Information**.