



Crown
Commercial
Service

Corporate
Solutions



Your guide to buying Marketing & Communication Services through CCS

flexibility
and choice

innovative
approach

leading
industry
expertise

competitive
rates

SME
agencies



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From award-winning
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CREATIVITY IS GREAT

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With an Oscar-winning stop-motion animation industry and generous tax-relief for investors, choose the UK for your next production.

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Our frameworks

Our frameworks cover the whole marketing and communications journey, from insight and planning through developing and delivering campaigns, to events, media buying, auditing, monitoring and evaluation.

Tap into the very best expertise and talent in the industry. You can access a wide range of agencies with different specialisms to help you deliver great public service campaigns on a regional, national, international and specialist basis. 64% of agencies are SMEs.

All of the frameworks are open to both central government and public sector organisations.

Campaign Solutions

Single lot - 27 agencies (14 SMEs)

Agencies design, plan and execute campaigns from end-to-end all under one contract

Number of stages in the call-off process to filter to your requirement

Access via further competition only

Ends 15/12/20

Use Comms Services to support campaigns or on a standalone basis

Campaign Solutions

Single lot with agencies covering:

- Strategy development
- Creative for campaigns
- Digital marketing and social media
- Public relations
- Direct marketing
- Partnership marketing

Communication Services

66 agencies over 11 lots (47 SMEs)

Designed for more tactical or niche marketing and communications requirements

Can support Campaign Solutions contracts

Access via further competition only

Ends 15/01/19

(option for two year extension)

Buy media space for your campaign

Communication Services

Lot 1 - Specialist Consultancy Services

Lot 2 - Events

Lot 3 - Channel Strategy and Planning

Lot 4 - Public Relations (Specialist and Regional)

Lot 5 - Proposition Development

Lot 6 - Creative Development and Delivery

Lot 7 - Digital Marketing and Social Media

Lot 8 - Data Strategy and Management

Lot 9 - Production

Lot 10 - Editorial

Lot 11 - International

Media Buying

Single agency, Carat

Buying media space in all online and offline channels, domestic and international

Access by requesting quote directly from Carat

Ends 06/11/18 (replacement in development)

Audit media space

Media Auditing

Single agency, Ebiquity

Full audit of media bought through media buying framework

Access by requesting quote directly from Ebiquity

Ends 22/12/17

(option for 1+1 yr extension)

Monitor your media coverage

Media Monitoring

7 agencies over two lots

Monitor, analyse and evaluate selected media coverage in press, online, broadcast and social media

Includes Social Media Monitoring tool

Access via further competition or direct award (if value is upto £20k per annum)

Ends 31/05/19

Media Buying

Single lot with single agency, covering:

- TV
- Radio
- Cinema
- Press space
- Out-of-home (including ambient)
- Digital

and lots more

Media Auditing

Single lot with single supplier covering:

- TV
- Radio
- Cinema
- Press space
- Out-of-home
- Digital display
- Cinema

Plus, UK and international auditing

Media Monitoring

Lot 1 – Media Monitoring, Analysis, Evaluation and Related Services

Lot 2 – Self-service Social Media Monitoring and Analysis Tool

Coming soon

Behavioural Insights available from February 2018

Research Marketplace available from March 2018

You can use any of the frameworks at any stage of your requirement. The diagram above is to illustrate a communications lifecycle only.



Central government customers spending over £100k must seek [Professional Assurance Approval](#) for calling-off any of the frameworks (except Media Monitoring). Other public sector organisations should obtain relevant internal approval before using the frameworks.

The customer guidance notes can be found on each framework's web page (there are links on each framework's name in the diagram above).


There is a 1% management charge for central government customers using the Campaign Solutions, Communication Services and Media Monitoring frameworks. Further details available in respective customer guidance notes.


We're here to help

For further information in relation to your brief please email:



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For general advice about using Crown Commercial Service frameworks please contact our customer service centre:

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 0345 410 2222

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