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Tender

## **ID 4466524 - DfE - Invest NI Brand Design and Media Services**

Invest Northern Ireland

F02: Contract notice

Notice identifier: 2023/S 000-001714

Procurement identifier (OCID): ocds-h6vhtk-0398f2

Published 19 January 2023, 2:55pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Invest Northern Ireland

1 Bedford Street

BELFAST

BT2 7ES

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etendersni.gov.uk/epps>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etendersni.gov.uk/epps>

Tenders or requests to participate must be submitted to the above-mentioned address

### **I.4) Type of the contracting authority**

Body governed by public law

### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ID 4466524 - DfE - Invest NI Brand Design and Media Services

Reference number

ID 4466524

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1: Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

#### **II.1.5) Estimated total value**

Value excluding VAT: £12,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

2

### **II.2) Description**

#### **II.2.1) Title**

## Brand, Design and Media Services – Northern Ireland Audience

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1: Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

### **II.2.5) Award criteria**

Quality criterion - Name: AC1 - Understanding Strategic Context / Weighting: 4.9

Quality criterion - Name: AC2 - Creative Direction & Design of Campaign Materials / Weighting: 14

Quality criterion - Name: AC3 - Media Direction, Rationale and Media Plan / Weighting: 14

Quality criterion - Name: AC4 - Campaign and Media Evaluation / Weighting: 4.9

Quality criterion - Name: AC5 - Contract Management, Quality Control and Business Continuity / Weighting: 4.2

Quality criterion - Name: AC6 - Account Director experience / Weighting: 4.9

Quality criterion - Name: AC7 - Core Account team experience / Weighting: 4.9

Quality criterion - Name: AC8 - User Experience/User Interface/usability / Weighting: 7.7

Quality criterion - Name: Ac9 - Social Value / Weighting: 10.5

Cost criterion - Name: Total Campaign Delivery Cost / Weighting: 15

Cost criterion - Name: Average Hourly Rate / Weighting: 15

### **II.2.6) Estimated value**

Value excluding VAT: £6,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Two periods of 12 months

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

## Brand, Design and Media Services – International Audience

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1: Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

### **II.2.5) Award criteria**

Quality criterion - Name: AC1 - Understanding Strategic Context / Weighting: 4.9

Quality criterion - Name: AC2 - Creative Direction and Design of Campaign Materials / Weighting: 14

Quality criterion - Name: AC3 - Media Direction, Rationale and Media Plan / Weighting: 14

Quality criterion - Name: AC4 - Campaign and Media Evaluation / Weighting: 4.9

Quality criterion - Name: AC5 - Contract Management, Quality Control and Business Continuity. / Weighting: 4.2

Quality criterion - Name: AC6 - Account Director Experience / Weighting: 4.9

Quality criterion - Name: AC7 - Core Account Team experience / Weighting: 4.9

Quality criterion - Name: AC8 - International media planning and buying / Weighting: 7.7

Quality criterion - Name: AC9 - Social Value / Weighting: 10.5

Cost criterion - Name: Total Campaign Delivery Cost / Weighting: 15

Cost criterion - Name: Average Hourly Rate / Weighting: 15

#### **II.2.6) Estimated value**

Value excluding VAT: £6,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

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This contract is subject to renewal

Yes

Description of renewals

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#### **II.2.10) Information about variants**

Variants will be accepted: No

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Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 February 2023

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 21 May 2023

#### **IV.2.7) Conditions for opening of tenders**

Date

20 February 2023

Local time

3:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The value of this contract is estimated between £12M and 17M overall. Invest NI does not guarantee any level of business under this contract. The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they may be issued with a Notice of Unsatisfactory Performance and this Contract may be terminated. A central register of such Notices for supplies and services contracts will be maintained and published on the CPD website.. Any contractor in receipt of a Notice of Unsatisfactory Performance will be required to declare this in future tender submissions for a period of three years from the date of issue of the Notice. It may also result in the contractor being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The UK does not have any such bodies

Belfast

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into..