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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): ocids-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

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

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

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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

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..