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Award

ID 5828145 - DfE Provision of Full-Service Marketing Agency for Northern Ireland Screen

Northern Ireland Screen

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-003284

Procurement identifier (OCID): ocds-h6vhtk-05d776 ([view related notices](#))

Published 14 January 2026, 6:14pm

This is an old version of this notice. [View the latest version](#).

Scope

Reference

ID 5828145

Description

Northern Ireland Screen wishes to appoint a Supplier to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

Suppliers should refer to the Specification Schedule for full detail on the deliverables of this contract.

Contract 1. ID 5828145 - DfE Provision of Full-Service Marketing Agency for Northern Ireland Screen

Supplier

- [Genesis Advertising Ltd](#)

Contract value

- £312,500 excluding VAT
- £375,000 including VAT

Above the relevant threshold

Award decision date

14 January 2026

Date assessment summaries were sent to tenderers

14 January 2026

Standstill period

- End: 23 January 2026
- 8 working days

Earliest date the contract will be signed

27 January 2026

Contract dates (estimated)

- 28 January 2026 to 27 January 2028
- Possible extension to 27 January 2031
- 5 years

Description of possible extension:

There will be the option to extend the Contract for three further periods of one year each.

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79342100 - Direct marketing services

- 79342200 - Promotional services
- 79413000 - Marketing management consultancy services
- 79961100 - Advertising photography services
- 92111220 - Advertising video-tape production

Information about tenders

- 4 tenders received
- 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 1 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Genesis Advertising Ltd

- Public Procurement Organisation Number: PMTW-7821-GMZY

58 Osborne Park

Belfast

BT9 6JP

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. ID 5828145 - DfE Provision of Full-Service Marketing Agency for Northern Ireland Screen

Contracting authority

Northern Ireland Screen

- Public Procurement Organisation Number: PNLP-6965-GDBD

3rd Floor Alfred House, 21 Alfred Street

Belfast

BT2 8ED

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

CPD - Supplies and Services Division

Summary of their role in this procurement: Construction and Procurement Delivery, Supplies and Services Division, is a Centre of Procurement Expertise and provides a central procurement function for central government in Northern Ireland.

- Public Procurement Organisation Number: PVWG-8426-YWXY

Clare House, 303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN06 - Belfast

Contact organisation

Contact [CPD - Supplies and Services Division](#) for any enquiries.