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Planning

## **Export Campaigns PR Agency Requirement**

Department for International Trade

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-004523

Procurement identifier (OCID): ocds-h6vhtk-02991c

Published 5 March 2021, 10:56pm

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

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

Department for International Trade

London

#### **Email**

[CommercialMarEvents@trade.gov.uk](mailto:CommercialMarEvents@trade.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

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

Main address

<https://www.gov.uk/government/organisations/department-for-international-trade>

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

Additional information can be obtained from the above-mentioned address

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

Ministry or any other national or federal authority

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

General public services

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## **Section II: Object**

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

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

Export Campaigns PR Agency Requirement

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

The procurement of a new agency for PR services is vital to the successful execution of a more “retail” style of campaigning, as a means to create attention and build momentum around the present opportunity for national growth via exporting.

The Department for International Trade (DIT) have set out an overall approach, proposing overarching and sector-specific “eye-catching” initiatives that will support our work across priority sectors including:

- Agri-food and drink
- Financial and Professional Services
- Creative

- Education
- Digital / Tech
- Consumer Goods
- Clean Growth

and key themes including:

1. Skills theme: Export Academy
2. Opportunity theme: Opening Doors (Trade deals)
3. Regional theme: Levelling up and the Union.

DIT's vision is to deliver one unified campaign cutting across sectors and key themes, with one message: "Grow your business through exporting now".

This new tranche of "retail" campaigns marks a significant step change in the use of PR in DIT communications and marketing campaigns.

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

Value excluding VAT: £600,000

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

This contract is divided into lots: No

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

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

- 79416000 - Public relations services

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

NUTS codes

- UK - UNITED KINGDOM

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

This campaigning activity will rely on the use of major PR activations to create big moments that help:

- Capture the attention of and educate UK business audiences and the public around the ways to grow a business via international trade; explain in plain terms why “exporting = growth = jobs”.
- Drive positive media attention that ultimately influences the public’s view on our new trading environment; and
- Influence business owners and decision-makers to think differently about exporting.

To meet core objectives, the PR agency would deliver in the following areas:

- Assist on the development of major PR activations that create big moments, capturing awareness and attention on exports; and secure coverage for these major moments across the media spectrum.
- Work with companies and stakeholders to develop compelling story packages for media, including around major announcements.
- Leverage sector influencers from industry to endorse and amplify messaging
- Use third party advocate voices – such as national, recognisable business leaders – to lead and build the conversation on trade, across all media channels
- Showcase how UK companies are taking advantage of international opportunities in markets, including tailoring stories and messaging for regional, local, and trade press

### **II.3) Estimated date of publication of contract notice**

12 March 2021

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## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes