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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

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

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

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