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Award

## **Advertising, Design and Marketing Services for Tourism Northern Ireland Resource**

Tourism Northern Ireland

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-004631

Procurement identifier (OCID): ocids-h6vhtk-043950

Published 12 February 2024, 2:02pm

### **Section I: Contracting authority/entity**

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

Tourism Northern Ireland

10-12 Linum Chambers, 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.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**

Advertising, Design and Marketing Services for Tourism Northern Ireland Resource

Reference number

ID 2342618

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

- 79341000 - Advertising services

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

Services

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

Tourism Northern Ireland wishes to appoint a Contractor or Contractors for the supply and delivery of its marketing and associated services. These requirements have been split into 4 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the anticipated value of each Lot over the lifetime of the contract is also detailed below.

Lot 1: Strategic and Lead Creative Agency

Lot 2: Online Media Services

Lot 3: Offline Media Services

Lot 4: Design, Marketing and Content Services

Following publication of this VEAT Tourism NI will vary this contract with the incumbent suppliers following a period of 10 days from the date of publication of this notice in accordance with Regulation 72(1)(c). The Contract variation provides an uplift in value to £41,500,000 across all lots.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £41,500,000

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

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

Lot 1: Strategic and Lead Creative Agency

Lot No

Lot 1: Strategic and Lead Creative Agency

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

- 79341000 - Advertising 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**

Lot 1: Strategic and Lead Creative Agency

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Average Hourly Rate / Weighting: 20

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

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

#### **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**

Lot 2: Online Media Services

Lot No

Lot 2: Online Media Services

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

- 79341000 - Advertising 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**

Lot 2: Online Media Services

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Average Hourly Rate / Weighting: 20

#### **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**

Lot 3: Offline Media Services

Lot No

Lot 3: Offline Media Services

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

- 79341000 - Advertising 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**

Lot 3: Offline Media Services

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Media commission rate / Weighting: 10

Cost criterion - Name: Average hourly Rate / Weighting: 10

### **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**

Lot 4: Design, Marketing and Content Services

Lot No

Lot 4: Design, Marketing and Content Services

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

- 79341000 - Advertising services
- 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**

Lot 4: Design, Marketing and Content Services

**II.2.5) Award criteria**

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Average Hourly Rate / Weighting: 20

**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

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

With respect to Regulation 72 in theory more than one such change can be made during the life of the contract; however, the successive changes must not be made to circumvent the regulations. CPD notes this is the 2nd modification to the original contract value. The first modification on 17 July 2021 increased the value by £10,500,000, to allow for the increased funding from DfE, which covered additional interventions, such as more advertising, both for leisure tourism and business tourism and the increased role of TNI's Strategic and Creative lead in supporting the industry. This 2nd modification is to increase the estimated value by a further £10,500,000 increasing the contract value to an estimated £41.5m. This is a result of Tourism NI receiving an additional £7 million budget in the 2022/23 financial year, which has resulted in further unforeseen increased expenditure under the contract. TNIs partner organisations (councils and DfE) have also utilised the contract more than originally anticipated, adding to further unexpected increased expenditure under the contract.

#### 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.2.1) Previous publication concerning this procedure

Notice number: [2019/S 189-459124](#)

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

7 February 2020

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor/concessionaire**

BBDO

Dublin

Email

[BusinessDevelopment@bbdo.com](mailto:BusinessDevelopment@bbdo.com)

Country

Ireland

NUTS code

- IE0 - Ireland

Internet address

<https://bbdo.com/>

The contractor/concessionaire is an SME

No

#### **V.2.3) Name and address of the contractor/concessionaire**

Loud Mouth Media Ltd

Belfast

Email

[info@loudmouthmedia.com](mailto:info@loudmouthmedia.com)

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://www.loudmouth-media.com/>

The contractor/concessionaire is an SME

Yes

**V.2.3) Name and address of the contractor/concessionaire**

Mammoth Design Consultants LTD

Belfast

Email

[enquiries@mammothuk.com](mailto:enquiries@mammothuk.com)

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://mammoth.tv>

The contractor/concessionaire is an SME

Yes

**V.2.3) Name and address of the contractor/concessionaire**

BBDO

Dublin

Email

[BusinessDevelopment@bbdo.com](mailto:BusinessDevelopment@bbdo.com)

Country

Ireland

NUTS code

- IE - Ireland

Internet address

<https://bbdo.com/>

The contractor/concessionaire is an SME

No

**V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £41,500,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

The UK does not have any such bodies with responsibility for appeal/mediation procedures.

Belfast

Country

United Kingdom

