

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004631-2024>

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

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

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

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](#)

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

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

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

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

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

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

