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Not applicable

Export Campaigns PR Agency Requirement

Department for International Trade

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-004659

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

Published 8 March 2021, 10:56pm

Section I: Contracting authority/entity

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>

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Export Campaigns PR Agency Requirement

II.1.2) Main CPV code

- 79416000 - Public relations services

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.

A Pre-Market Engagement Virtual Event is due to take place 23 March 2021. Timing and further details of the event are to be confirmed. If you are interested in attending, please contact CommercialMarEvents@trade.gov.uk.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2021/S 000-004523](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

II.1.4

Read

Text

A Pre-Market Engagement Virtual Event is due to take place 23 March 2021. Timing and further details of the event are to be confirmed. If you are interested in attending, please contact CommercialMarEvents@trade.gov.uk.

Section number

II.3

Instead of

Date

12 March 2021

Read

Date

29 March 2021