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Contract

Advertising, Design and Marketing Services for Tourism Northern Ireland Resource

Tourism Northern Ireland

F20: Modification notice

Notice identifier: 2024/S 000-005837

Procurement identifier (OCID): ocids-h6vhtk-043c37

Published 22 February 2024, 3:43pm

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>

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.2) Description

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement at the time of conclusion of the contract:

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

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

60

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.2) Administrative information

IV.2.1) Contract award notice concerning this contract

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

Section V. Award of contract/concession

Contract No

1

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

17 February 2020

V.2.2) Information about tenders

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

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

BBDO

Dublin

Email

businessdevelopment@bddo.com

Country

Ireland

NUTS code

- IE - 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

No

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

BDDO

Dublin

Email

businessdevelopment@bddo.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 the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £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

Belfast

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79340000 - Advertising and marketing services

VII.1.3) Place of performance

NUTS code

- UKN - Northern Ireland

VII.1.4) Description of the procurement:

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

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

60

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£41,500,000

VII.1.7) Name and address of the contractor/concessionaire

BBDO

Dublin

Email

businessdevelopment@bddo.com

Country

Ireland

NUTS code

- IE - Ireland

Internet address

<https://bbdo.com>

The contractor/concessionaire is an SME

No

VII.1.7) Name and address of the contractor/concessionaire

Loud Mouth Media LTD

belfast

Email

info@loudmouth-media.com

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

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

The contractor/concessionaire is an SME

No

VII.1.7) 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

No

VII.1.7) 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

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

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.

VII.2.2) Reasons for modification

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

The Regulations permit the modification of a contract where the changes proposed meet one or more of the prescribed tests as set out in Regulation 72. Having considered the information provided Tourism NI may be able to rely on the Regulation 72(1)(c) provision when considered against the 3 elements of this test

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £31,500,000

Total contract value after the modifications

Value excluding VAT: £41,500,000