

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/011034-2021>

Not applicable

## **Framework for Traditional, Digital Design and Advertising**

Gentoo Sunderland

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-011034

Procurement identifier (OCID): ocds-h6vhtk-02b28b

Published 19 May 2021, 9:25am

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

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

Gentoo Sunderland

2 Emperor Way,, Doxford International Business Park

Sunderland

SR3 3XR

#### **Contact**

Christopher Smith

#### **Email**

[Christopher.smith@gentoo-group.com](mailto:Christopher.smith@gentoo-group.com)

#### **Telephone**

+44 1915252774

#### **Country**

United Kingdom

**NUTS code**

UKC23 - Sunderland

**Internet address(es)**

Main address

<https://www.gentoo.group.com>

Buyer's address

<https://www.gentoo.group.com>

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Framework for Traditional, Digital Design and Advertising

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

- 79413000 - Marketing management consultancy services
  - QA08 - For advertising on posters
  - CA43 - Digital
  - QA04 - For advertising on the Internet

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

Services

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

We are looking for an agency that can demonstrate excellence in creating advertising and marketing concepts that can help the Gentoo stand out from its competitors, with experience of and expertise in developing creative concepts across numerous digital and traditional media channels, plus a proven ability to deliver brand and campaign advertising campaigns.

We are looking to work with agencies / freelancers who can work as an extension to our in-house team to provide high-end services in a cost effective and timely manner.

Our audiences are diverse and range from prospective home buyers, social housing tenants, stakeholders and regional partners, so we are seeking an agency who can write compelling copy for a wide range of audiences and offers, whilst adhering to our tone of voice guidelines and our style guide.

---

## Section VII. Changes

### VII.1) Information to be changed or added

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

Section number

IV.2.2)

Instead of

Date

8 June 2021

Local time

12:00pm

Read

Date

17 June 2021

Local time

12:00pm

### VII.2) Other additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Sunderland:-Marketing-management-consultancy-services./VRT36ADD8F>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/VRT36ADD8F>

GO Reference: GO-2021519-PRO-18266510