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Tender

Cymru Wales Brand - Nation Marketing

Llywodraeth Cymru / Welsh Government

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013021

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Published 12 February 2026, 3:12pm

Scope

Reference

C100/2025/2026

Description

The Cymru Wales brand launched in 2016 delivers Welsh Government actions through our nation identity for the country, bringing together key pillars of marketing for nation awareness, tourism, trade and invest, creative industries, food and drink and studying in Wales under a unified brand identity. The brand has championed the Tîm Cymru delivery approach where wider Welsh partner organisations are integrated into the nation delivery to maximise our impact globally.

The Cymru Wales brand is the bedrock of Welsh Government's international marketing programme having won multiple global awards, the support of organisations across Wales and generated multi millions for the Welsh economy. Promoting Wales to the world, across all sectors and markets, as a creative, contemporary and high-quality country, proud of who we are and evolving for the future, working with business and organisations across Wales and internationally.

The Cymru Wales brand's success is built on world class creative ideas and making them a reality, showcasing Wales on an international stage in new and exciting ways. It isn't all about landscapes and heritage, we are a thriving nation of talent that can be seen from our high-quality TV, Film and Gaming productions through to innovation in the worlds of compound semiconductors and renewables.

Cymru Wales delivery is the responsibility of the Marketing team of the Welsh Government, responsible for building Wales' profile and performance as a destination.

Our in-house team strive to be innovative, collaborative, and creative and is looking to work with the very best talent from Wales and beyond, to build Wales' profile and performance as a place to visit, work, study, invest – and more – over the duration of the contract.

We are looking to appoint outstanding suppliers to provide us with support in the following areas:

- Lot 1 – Brand, Campaign Creative Delivery (1 supplier)
- Lot 2 – Brand Media Production (4 suppliers)
- Lot 3 – Cymru Wales Digital Delivery (1 supplier)

These services will be supported by existing contract arrangements that include the following services:

- Cymru Wales brand websites
- Marketing data, research and insights

It is intended that KPIs will be collected as follows:

1. Timely submission of specific campaign performance Indicators
2. Quality of Goods/Services Delivered (Quality Performance KPI)
3. Timely Submission of Social Value reporting

Commercial tool

Establishes a framework

Total value (estimated)

- £100,000,000 excluding VAT
- £120,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 June 2026 to 1 June 2029
- Possible extension to 1 June 2030
- 4 years, 1 day

Description of possible extension:

The Contract can only be extended in accordance with Condition 3 (Commencement and Duration) of the Welsh Government's Standard Conditions of Contract for Services.

Any variation to these dates must be agreed in writing by the Client and the successful Bidder in accordance with the Welsh Government's Standard Conditions of Contract for Services.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKL - Wales

Lot constraints

Maximum number of lots a supplier can bid for: 2

Maximum number of lots a supplier can be awarded: 2

Description of how multiple lots may be awarded:

Lot 1: 1 supplier

Lot 2: 4 suppliers

Lot 3: 1 supplier

Lot 1. Brand, Campaign Creative Delivery

Description

Lot 1 is responsible for setting the brand and creative direction for all Cymru Wales campaigns. Acting as the central point for delivery, Lot 1 collaborates closely with Lot 2, Lot 3, in-house teams, and other suppliers to coordinate marketing efforts. This ensures that all activities adhere to established brand guidelines. Full details in the Specification.

Lot value (estimated)

- £40,000,000 excluding VAT
- £48,000,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Brand Media Production

Description

Lot 2 provides production expertise, ensuring the creation of high-quality assets that fully realise the creative vision established in Lot 1. This includes translating strategic and conceptual ideas into compelling visual and multimedia content that aligns with the Cymru Wales brand. Lot 2 also plays a key supporting role for Lot 3, contributing to the development and delivery of digital campaign assets. Close collaboration with in-house production team and other agency partners is essential to maintain consistency, elevate production standards, and ensure all outputs reflect the brand's ambition and identity. Full details in Specification.

Lot value (estimated)

- £20,000,000 excluding VAT
- £24,000,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Cymru Wales Digital Delivery

Description

Lot 3 requires expertise in digital delivery, acting as a strategic checkpoint for monitoring and enhancing digital performance across all Cymru Wales brand activity.

This includes planning, purchasing, and optimising digital media campaigns to ensure maximum reach and impact. Lot 3 also offers expert guidance on emerging digital channels, tools, and opportunities, helping the Cymru Wales brand stay ahead in a fast-changing landscape. Working closely with Lot 1 and Lot 2, as well as in-house teams, Lot 3 ensures that digital execution is aligned with creative direction and production quality, driving consistent and effective brand presence across all platforms.

Full details in specification.

Lot value (estimated)

- £40,000,000 excluding VAT
- £48,000,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

6

Maximum percentage fee charged to suppliers

0%

Further information about fees

N/A

Justification for framework term over 4 years

N/A

Framework operation description

Lot 1: Single supplier, direct award

Lot 2: 4 suppliers, direct award or further competition

Lot 3: Single supplier, direct award

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Brand, Campaign Creative Delivery

As detailed in the qualification envelope

Lot 2. Brand Media Production

Detailed in qualification envelope

Lot 3. Cymru Wales Digital Delivery

details in qualification envelope

Technical ability conditions of participation

Lot 1. Brand, Campaign Creative Delivery

Detailed in the specification

Lot 2. Brand Media Production

Detailed in specification.

Lot 3. Cymru Wales Digital Delivery

details in specification

Particular suitability

Lot 1. Brand, Campaign Creative Delivery

Lot 2. Brand Media Production

Lot 3. Cymru Wales Digital Delivery

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

5 March 2026, 12:00pm

Submission type

Tenders

Tender submission deadline

12 March 2026, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk>- The authority is using eTenderwales to carry out this procurement process. The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation. Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration. The User who performs the Registration becomes the Super User for the Organisation. On registering on the Platform the Super User will select

a Username and will receive a password. The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page. In order to log-in to the Platform please enter your Username and Password. If you forget your Password then visit the homepage and click "Forgot your password?" Registration should only be performed once for each Organisation. If you think that someone in your Organisation may have already registered on this Platform then you must not register again. Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform. Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation). If your Organisation is already registered on the Platform then you must not make any additional registration. ITT responses must be uploaded to the BravoSolution portal by the deadline as instructed in the ITT.

How To Find The ITT:- Once logged in you must click on 'PQQs/ITT's Open to all Suppliers' The e-tender references for this contract are: project_62003, itt_122864. Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the PQQ/ITT from the 'Open to all Suppliers' area to the 'My PQQ/ITT's' on the home page. You will then see the full details of the Tender in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area. Should you have any questions on the Tender, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

12 May 2026

Recurring procurement

Publication date of next tender notice (estimated): 1 January 2029

Award criteria

Lot 1. Brand, Campaign Creative Delivery

Name	Type	Weighting
Technical	Quality	60.00%
Commercial	Cost	30.00%
Social Value	Quality	10.00%

Lot 2. Brand Media Production

Name	Type	Weighting
Technical	Quality	70.00%
Commercial	Cost	30.00%

Lot 3. Cymru Wales Digital Delivery

Name	Type	Weighting
Technical	Quality	60.00%
Commercial	Cost	30.00%
Social Value	Quality	10.00%

Other information

Payment terms

To be outlined in the specification

Description of risks to contract performance

To be outlined in the specification

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Tender Stage 1 will include completion of a qualification, technical, social value and commercial response

Those suppliers invited to Tender Stage 2 will participate in an additional presentation stage.

Full details can be found in the ITT.

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Email: Craig.Goodwin@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales