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Contract

ID 4466524 - DfE - Invest NI Brand Design and Media Services

Invest Northern Ireland

F03: Contract award notice

Notice identifier: 2023/S 000-013166

Procurement identifier (OCID): ocds-h6vhtk-0398f2

Published 9 May 2023, 3:41pm

Section I: Contracting authority

I.1) Name and addresses

Invest Northern Ireland

Bedford Square, 1 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

ID 4466524 - DfE - Invest NI Brand Design and Media Services

Reference number

4466524

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1:

Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

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: £12,000,000

II.2) Description

II.2.1) Title

Brand, Design and Media Services – Northern Ireland Audience

Lot No

1

II.2.2) Additional CPV code(s)

- 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

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1: Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

II.2.5) Award criteria

Quality criterion - Name: Understanding Strategic Context / Weighting: 4.9

Quality criterion - Name: Creative Direction and Design of Campaign Materials /
Weighting: 14

Quality criterion - Name: Media Direction, Rationale and Media Plan / Weighting: 14

Quality criterion - Name: Campaign and Media Evaluation / Weighting: 4.9

Quality criterion - Name: Contract Management, Quality Control and Business Continuity /
Weighting: 4.2

Quality criterion - Name: Account Director experience / Weighting: 4.9

Quality criterion - Name: Core Account team experience / Weighting: 4.9

Quality criterion - Name: User Experience/User Interface/usability / Weighting: 7.7

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Total Campaign Delivery Cost / Weighting: 15

Cost criterion - Name: Average hourly rate / Weighting: 15

II.2.11) Information about options

Options: Yes

Description of options

The initial period is 36 months with two optional extensions of 12 monthsII.2.13

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

Brand, Design and Media Services – International Audience

Lot No

2

II.2.2) Additional CPV code(s)

- 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

Invest NI, through the Construction and Procurement Delivery (CPD), wishes to establish a Brand, Design and Media Services contract, herein referred to as the 'Service', made up of two Lots for the supply and delivery of all requirements detailed in this Specification, for an initial period of 36 months with the option to extend for two further periods of 12 months each (3+1+1) The tender competition for the Service will run two separate Lots. This will result in Invest NI awarding two contracts, covering the following services: Lot 1: Brand, Design and Media Services – Northern Ireland Audience Lot 2: Brand, Design and Media Services – International Audience

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Quality criterion - Name: Media Direction, Rationale and Media Plan / Weighting: 14

Quality criterion - Name: Campaign and Media Evaluation / Weighting: 4.9

Quality criterion - Name: Contract Management, Quality Control and Business Continuity. / Weighting: 4.2

Quality criterion - Name: Account Director experience / Weighting: 4.9

Quality criterion - Name: Core Account team experience / Weighting: 4.9

Quality criterion - Name: International media planning and buying / Weighting: 7.7

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Total Campaign Delivery Cost / Weighting: 15

Cost criterion - Name: Average hourly rate / Weighting: 15

II.2.11) Information about options

Options: Yes

Description of options

The initial period is 36 months with two optional extensions of 12 months

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

Open procedure

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: [2023/S 000-001714](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

ID 44665246 - Brand, Design and Media Services – Northern Ireland Audience

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 May 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

tenders@wearegenesis.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £6,000,000

Section V. Award of contract

Contract No

2

Lot No

2

Title

ID 4466524 - Brand, Design and Media Services – International Audience

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 May 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

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V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £6,000,000

Section VI. Complementary information

VI.3) Additional information

The value of this contract is estimated between £12M and 17M overall. Invest NI does not guarantee any level of business under this. contract. The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored.. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If. a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified. time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for.. further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be. regarded as an act of grave professional misconduct and they may be issued with a Notice of Unsatisfactory Performance and this. Contract may be terminated. A central register. of such Notices for supplies and services contracts will be maintained and published on. the CPD website.. Any contractor in receipt of a Notice of Unsatisfactory Performance will be required to declare this in future tender.. submissions for a period of three years from the date of issue of the Notice. It may also result in the contractor being excluded from all.. procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland.. Procurement Policy.

VI.4) Procedures for review

VI.4.1) Review body

The UK does not have any such bodies

Belfast

Country

United Kingdom