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Planning

Branding Development

GCRE

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-022059

Procurement identifier (OCID): ocds-h6vhtk-035ab9

Published 10 August 2022, 4:16pm

Section I: Contracting authority

I.1) Name and addresses

GCRE

c/o TfW, 3 Llys Cadwyn

Pontypridd

CF37 4TH

Contact

Tamara Evans

Email

tamara.evans@gcre.wales

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://gov.wales/global-centre-rail-excellence-wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA81204

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Other type

Subsidiary Company of the Welsh Government

I.5) Main activity

Other activity

Railway Technology Testing Facility

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Branding Development

Reference number

GCRE_Proc_00001

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

GCRE is seeking a creative, innovative and ambitious team to lead the development of their brand, brand strategy, identity and associated assets.

This PIN is an invitation to a Market Engagement/Meet the Buyer event to be held virtually:

Date: 24th August 2022

Time: starting at 3pm

Location: Virtually via TEAMS

Registration Details: email company name, attendees names and contact details to joanna.evans@gcre.wales

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Nant Helen Surface Mine

Coelbren

Nr Neath

Powys

SA10 9HN

II.2.4) Description of the procurement

GCRE Ltd is a new entrant into a market with significant commercial potential and we are developing our capability to address market needs with an innovative, unique and commercially attractive offer.

GCRE Ltd is looking to procure a suitably qualified consultant to create an imaginative and engaging brand / brand identity that encapsulates our ambition, extensive capability, innovative approach and future potential, to position us effectively, challenge existing perceptions and underpin our success.

We now wish to develop and evolve our long-term brand strategy in an innovative and strategic manner, building on firm foundations to achieve long-term impact.

We now need to create a brand commensurate with our ambition, extensive capability and future potential. This will enable us to:

- 1) correctly position us
- 2) challenge well-established purchasing / market behaviours

- 3) build trust and belief
- 4) achieve significant commercial success

There will be a market engagement/meet the buyer event to discuss this opportunity on 24th August 2022 at 3pm and invites Suppliers to register their interest in attending via email to joanna.evans@gcre.wales and joining instructions will be provided.

The purpose of the market engagement event is to introduce the market to the opportunity and collect feedback on our proposed approach to inform our procurement strategy.

II.2.14) Additional information

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Time: starting at 3pm

Location: Virtually via TEAMS

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II.3) Estimated date of publication of contract notice

5 September 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

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Time: starting at 3pm

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Registration Details: email company name, attendees names and contact details to joanna.evans@gcre.wales

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=123895.

(WA Ref:123895)