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Contract

ID 4008314 InterTradelreland Provision of Brand and Digital Strategy, Creative Design, Advertising and Related Services

Department for Economy

F03: Contract award notice

Notice identifier: 2022/S 000-024985

Procurement identifier (OCID): ocds-h6vhtk-0345ba

Published 6 September 2022, 3:49pm

Section I: Contracting authority

I.1) Name and addresses

Department for Economy

C/O 303 Airport Road West

BELFAST

BT3 9ED

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 4008314 InterTradelreland Provision of Brand and Digital Strategy, Creative Design, Advertising and Related Services

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

InterTradelreland wishes to appoint a Contractor to provide the following services: Brand and Digital Strategy, Creative Design, Advertising and Related Services, for its corporate and programme communications. The Contractor will be required to provide a comprehensive suite of services including brand management and creative strategy, digital and social media strategy, advertising (traditional and digital), creative design and content creation, video production and copywriting.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,650,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79820000 - Services related to printing
- 79811000 - Digital printing services
- 79821000 - Print finishing services
- 79821100 - Proofreading services
- 79822400 - Lithographic services
- 79822500 - Graphic design services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 92111210 - Advertising film production
- 79121000 - Copyright consultancy services

II.2.3) Place of performance

NUTS codes

- IE - Ireland
- UKN - Northern Ireland

II.2.4) Description of the procurement

InterTradelreland wishes to appoint a Contractor to provide the following services: Brand and Digital Strategy, Creative Design, Advertising and Related Services, for its corporate and programme communications. The Contractor will be required to provide a comprehensive suite of services including brand management and creative strategy, digital and social media strategy, advertising (traditional and digital), creative design and content creation, video production and copywriting.

II.2.5) Award criteria

Quality criterion - Name: AC1 - Strategic Solution for career boost advertising / Weighting: 7.8

Quality criterion - Name: AC2 - Media Strategy, rationale and Media Plan / Weighting: 6.6

Quality criterion - Name: AC3 - Creative Proposal / Weighting: 6.6

Quality criterion - Name: AC4 - Proposals for measurement, monitoring and evaluation / Weighting: 3

Quality criterion - Name: AC5 - Key Personnel Experience / Weighting: 7.8

Quality criterion - Name: AC6 - digital and social media marketing team experience / Weighting: 7.8

Quality criterion - Name: AC7 - Account Manager experience / Weighting: 7.8

Quality criterion - Name: AC8 - Contract Management, quality control and business continuity / Weighting: 2.4

Quality criterion - Name: Ac9 - Social Value / Weighting: 10.2

Cost criterion - Name: AC10 - Scenario Pricing / Weighting: 20

Cost criterion - Name: Average hourly Rate / Weighting: 10

Cost criterion - Name: Agency Media Commission rebate / Weighting: 5

Cost criterion - Name: Design Jobs / Weighting: 5

II.2.11) Information about options

Options: Yes

Description of options

There are extension options of 1 year + 1 year

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

EU Co-Innovate Programme

II.2.14) Additional information

Contract monitoring: the successful contractor's performance on the contract will be 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 construction and procurement delivery CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, this may be considered grounds for termination of the contract at your expense as provided for in the Conditions of Contract. In lieu of termination, CPD may issue a Notice of Written Warning or a Notice of Unsatisfactory Performance. A supplier in receipt of multiple Notices of Written Warning or a Notice of Unsatisfactory Performance may, in accordance with The Public Contracts Regulations 2015 as amended, be excluded from future public procurement competitions for a period of. up to three years..

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: [2022/S 000-016149](#)

Section V. Award of contract

Contract No

1

Title

Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 August 2022

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

krow Group Ltd

2nd Floor, Hildon House, 30-34 Hill Street

Belfast

BT1 2LA

Email

ssdadmin.cpd@finance-ni.gov.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)

Initial estimated total value of the contract/lot: £1,650,000

Total value of the contract/lot: £1,650,000

Section VI. Complementary information

VI.3) Additional information

CPD complied with the Public Contracts Regulations 2015 (as amended). and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract was. communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful. tenderers to challenge the award decision before the contract was entered into..

VI.4) Procedures for review

VI.4.1) Review body

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom