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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](mailto: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

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## **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**

InterTradeIreland 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..

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## **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](#)

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## **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](mailto: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



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## **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