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Planning

## **Advertising Services Framework - PME**

Translink

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-028450

Procurement identifier (OCID): ocids-h6vhtk-03747a

Published 10 October 2022, 3:38pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Translink

Procurement Department

Belfast

BT2 7LX

#### **Contact**

Sarah McCarthy

#### **Email**

[sarah.mccarthy@translink.co.uk](mailto:sarah.mccarthy@translink.co.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.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Advertising Services Framework - PME

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Translink is seeking a strategic partner to work alongside the Brand Team to design & deliver a programme of corporate, tactical and brand campaigns for Translink and its service brands, primarily to consumers in Northern Ireland. If this is of interest please access the opportunity via the CfT on eTendersNI and complete the PME questionnaire.

**II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

To further enhance public transport in Northern Ireland, Translink is seeking to identify full service advertising agencies who have the capability and capacity to work collaboratively with Translink to deliver a full programme of brand marketing campaigns. This strategic partner will work alongside the Brand Team to design & deliver a programme of corporate, tactical and brand campaigns for Translink, its service brands and products. With increasing use of digital media, including social media channels, this will include a requirement for tracking and adapting digital elements of live campaigns.

Spend is in the region of £600,000 - £800,000 per annum with typical advertising campaign values between £15,000 - £20,000 and multiple campaigns often running concurrently. Spend under this Framework Agreement is not guaranteed and is dependent on budgetary approvals. Appointment to this Framework Agreement is no guarantee of any level of business. A number of projects will be progressed according to business requirements.

#### **II.2.14) Additional information**

Anticipated duration of the contract: The initial term of the Framework Agreement will run for 3 years from 1st September 2023 to 31st August 2026. The Framework Agreement may be extended, on agreement of both parties, for further period(s) of up to a maximum of 48 months.

## **II.3) Estimated date of publication of contract notice**

28 November 2022

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## **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

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of expressions of interest**

Date

31 October 2022

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English