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Contract

ID 5351281 - DfE Tourism NI - Advertising and Marketing Services

Tourism Northern Ireland

F03: Contract award notice

Notice identifier: 2025/S 000-040444

Procurement identifier (OCID): ocids-h6vhtk-04b63e

Published 16 July 2025, 11:02am

Section I: Contracting authority

I.1) Name and addresses

Tourism Northern Ireland

10-12 Linum Chambers, 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

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

ID 5351281 - DfE Tourism NI - Advertising and Marketing Services

Reference number

ID 5351281

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

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: £35,000,000

II.2) Description

II.2.1) Title

Lot 1 - Strategic and Lead Creative Agency

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

II.2.5) Award criteria

Quality criterion - Name: AC1 - Contract Management / Weighting: 7.2

Quality criterion - Name: AC2 - Business Continuity / Weighting: 7.2

Quality criterion - Name: AC3 - Social Value / Weighting: 10.8

Quality criterion - Name: AC4 - Presentation of Marketing Strategy / Weighting: 64.8

Cost criterion - Name: AC5 - Average Hourly Rate / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years

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.2.14) Additional information

The figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise and an Economic Operator shall have no legitimate expectation that a contract will be entered into until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

II.2) Description

II.2.1) Title

Lot 2 - Digital Media Services

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

II.2.5) Award criteria

Quality criterion - Name: AC1 - Digital Marketing Strategy / Weighting: 64.8

Quality criterion - Name: AC2 - Contract Management / Weighting: 7.2

Quality criterion - Name: AC3 - Business Continuity / Weighting: 7.2

Quality criterion - Name: AC4 - Social Value / Weighting: 10.8

Cost criterion - Name: AC5 - Average Hourly Rate / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

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.2.14) Additional information

The figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise and an Economic Operator shall have no legitimate expectation that a contract will be entered into until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

II.2) Description

II.2.1) Title

Lot 3 - Offline Media Services

Lot No

3

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

II.2.5) Award criteria

Quality criterion - Name: AC1 - Offline Media Strategy / Weighting: 42

Quality criterion - Name: AC2 - Audience Lead / Weighting: 6.3

Quality criterion - Name: AC3 - Contract Management / Weighting: 5.6

Quality criterion - Name: AC4 - Business Continuity / Weighting: 5.6

Quality criterion - Name: AC5 - Social Value / Weighting: 10.5

Cost criterion - Name: AC6 - Media Commission Rebate / Weighting: 25.2

Cost criterion - Name: AC7 - Average Hourly Rate / Weighting: 4.8

II.2.11) Information about options

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

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.2.14) Additional information

The figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise and an Economic Operator shall have no legitimate expectation that a contract will be entered into until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

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: [2024/S 000-036764](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Lot 1 - Strategic and Lead Creative Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 July 2025

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

CAWLEY NEA LIMITED

41A BLACKBERRY LANE

DUBLIN

D06A2H1

Email

disruption@tbwa.com

Country

Ireland

NUTS code

- IE - Ireland

Internet address

<https://tbwa.com/about/>

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: £14,375,000

Total value of the contract/lot: £14,375,000

Section V. Award of contract

Contract No

2

Lot No

2

Title

Lot 2 - Digital Media Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 July 2025

V.2.2) Information about tenders

Number of tenders received: 10

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: 2

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

MC SAATCHI UK LTD

34-36 GOLDEN SQUARE

LONDON

W1F 9EE

Email

new.business@mcsaatchi.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://mcsaatchi.com/>

The contractor is an SME

No

V.2.3) Name and address of the contractor

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

miriam.moertl@ARDMORE.CO.UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.ardmore.co.uk/>

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: £6,250,000

Total value of the contract/lot: £6,250,000

Section V. Award of contract

Contract No

3

Lot No

3

Title

Lot 3 - Offline Media Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 July 2025

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

miriam.moertl@ARDMORE.CO.UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.ardmore.co.uk/>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MAMMOTH DESIGN CONSULTANTS LTD

Sinclair House, Royal Avenue

BELFAST

BT1 1EX

Email

ryan@mammoth.tv

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://mammoth.tv/>

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: £14,375,000

Total value of the contract/lot: £14,375,000

Section VI. Complementary information

VI.3) Additional information

The successful contractor's performance on the contract will be regularly monitored in line with the tender documentation. 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 the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can 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 for a period of three years from the date of issue.

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

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

CPD complied with the Public Contracts Regulations 2015 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.