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Planning

Welsh Government Cymru Wales Brand Marketing

Llywodraeth Cymru / Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049770

Procurement identifier (OCID): ocds-h6vhtk-051dd6 ([view related notices](#))

Published 19 August 2025, 11:26am

Scope

Reference

C100/2025/2026

Description

This procurement seeks to appoint suppliers for core Marketing services under the Cymru Wales brand. Covering campaigns, content creation, media production, digital insights and delivery.

Total value (estimated)

- £100,000,000 excluding VAT
- £120,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 30 March 2026 to 31 March 2029
- Possible extension to 31 March 2032
- 6 years, 2 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

26 September 2025

Engagement process description

An online event will be held by the buying organisation on 02/09/2025. This event will provide further information on the requirements and procurement process. To register your interest and be sent an invite please email: enquiries.wales@gov.wales

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

7 October 2025

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

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United Kingdom

Contact name: Neil Thomas

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Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales