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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): ocids-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

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## **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](mailto:enquiries.wales@gov.wales)

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

7 October 2025

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## **Contracting authority**

### **Llywodraeth Cymru / Welsh Government**

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: Neil Thomas

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Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales