This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/049770-2025">https://www.find-tender.service.gov.uk/Notice/049770-2025</a>

**Planning** 

# Welsh Government Cymru Wales Brand Marketing

Llywodraeth Cymru / Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - <u>view information</u> <u>about notice types</u>

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: <a href="mailto:enquiries.wales@gov.wales">enquiries.wales@gov.wales</a>

# **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

## CF10 3NQ

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