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Award

- DfI - Advertising service to promote safe and sustainable travel in Northern Ireland

Department for Infrastructure

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-052311

Procurement identifier (OCID): ocds-h6vhtk-055129 ([view related notices](#))

Published 29 August 2025, 10:30am

Scope

Reference

ID 5827739

Description

DfI - Advertising service to promote safe and sustainable travel in Northern Ireland The Department for Infrastructure (DfI) wishes to appoint a Contractor to provide advertising and related services to deliver a range of advertising campaigns. The Contract will be for an initial period of three years followed by two optional extension periods of up to 12 months each. The Supplier will be required to provide a comprehensive suite of services including

creative development and strategy, advertising (traditional and digital), creative design and content creation, copywriting, campaign management and evaluation to ensure value for

money and impact amongst its target audiences. This advertising campaign Contract will be made up of several separate strands, each funded by the responsible Business Area

within Dfl

Contract 1. - Dfl - Advertising service to promote safe and sustainable travel in Northern Ireland

Supplier

- ARDMORE ADVERTISING & MARKETING LIMITED

Contract value

- £4,400,000 excluding VAT
- £5,280,000 including VAT

Above the relevant threshold

Award decision date

28 August 2025

Date assessment summaries were sent to tenderers

28 August 2025

Standstill period

- End: 9 September 2025
- 8 working days

Earliest date the contract will be signed

11 September 2025

Contract dates (estimated)

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2030
- 5 years

Description of possible extension:

It is anticipated that there will be a further two optional extensions of up to 12 months each

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKN - Northern Ireland

Information about tenders

- 4 tenders received
 - 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 3 suppliers unsuccessful (details included for contracts over £5 million)
-

Unsuccessful suppliers

- [GENESIS ADVERTISING LIMITED](#)
 - [GRAY'S COMMUNICATIONS LIMITED](#)
 - [KROW AGENCY LTD](#)
-

Procedure

Procedure type

Open procedure

Suppliers

ARDMORE ADVERTISING & MARKETING LIMITED

- Companies House: NI022062
- Public Procurement Organisation Number: PWRL-4594-MBTY

Unit 3 Kinnegar Drive

Hollywood

BT18 9JQ

United Kingdom

Email: info@ardmore.co.uk

Website: <http://www.ardmore.co.uk>

Region: UKN09 - Ards and North Down

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. - DfI - Advertising service to promote safe and sustainable travel in Northern Ireland

GENESIS ADVERTISING LIMITED

- Companies House: NI026336
- Public Procurement Organisation Number: PMTW-7821-GMZY

58 Osborne Park

Belfast

BT9 6JP

United Kingdom

Website: <http://wearegenesis.co.uk>

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

GRAY'S COMMUNICATIONS LIMITED

- Companies House: NI647073
- Public Procurement Organisation Number: PXZW-8671-YJGZ

30 Clooney Terrace

Londonderry

BT47 6AR

United Kingdom

Website: <https://grayscommunications.com>

Region: UKN0A - Derry City and Strabane

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

KROW AGENCY LTD

- Companies House: 01057816
- Public Procurement Organisation Number: PJMT-9338-NCHT

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Website: <https://hellokrow.com/>

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contracting authority

Department for Infrastructure

- Public Procurement Organisation Number: PYGQ-2313-DQRY

James House, 2 - 4 Cromac Avenue

Belfast

BT7 2JA

United Kingdom

Email: ssdadmin.cpd@finance-ni.gov.uk

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

Department of Finance

Summary of their role in this procurement: Construction and Procurement Delivery - Supplies and Services Division, is a Centre of Procurement Expertise and provides a central procurement function for central government in Northern Ireland

- Public Procurement Organisation Number: PVWG-8426-YWXV

Clare House, 303 Airport Road West

BELFAST

BT3 9ED

United Kingdom

Email: ssdadmin.cpd@finance-ni.gov.uk

Region: UKN06 - Belfast

Contact organisation

Contact Department of Finance for any enquiries.