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Award

DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

Intertradelreland

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

Notice identifier: 2025/S 000-055632

Procurement identifier (OCID): ocds-h6vhtk-056299 ([view related notices](#))

Published 11 September 2025, 8:48am

Scope

Reference

5844721

Description

InterTradelreland wishes to appoint a Supplier to provide a comprehensive suite of services

including Brand Strategy, Creative Design, Advertising and Related Services to support the

brand positioning and promotion of InterTradelreland across the island of Ireland, north and

south.

Contract 1. DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

Supplier

- KROW AGENCY LTD

Contract value

- £2,880,000 excluding VAT
- £3,456,000 including VAT

Above the relevant threshold

Award decision date

11 September 2025

Date assessment summaries were sent to tenderers

11 September 2025

Standstill period

- End: 22 September 2025
- 8 working days

Earliest date the contract will be signed

24 September 2025

Contract dates (estimated)

- 3 November 2025 to 2 November 2027
- Possible extension to 2 November 2029
- 4 years

Description of possible extension:

There are options to extend for two further periods of up to, and including, 1 year each.

Main procurement category

Services

CPV classifications

- 79121000 - Copyright consultancy services
- 79340000 - Advertising and marketing services
- 79800000 - Printing and related services
- 92100000 - Motion picture and video services

Contract locations

- UKN - Northern Ireland
- IE - 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)

Procedure

Procedure type

Open procedure

Supplier

KROW AGENCY LTD

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

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Email: kayleigh.jenkins@krowgroup.com

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

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

Contracting authority

Intertradelreland

- Public Procurement Organisation Number: PZBY-5224-MBBM

Kilmorey Street

Newry

BT34 2DE

United Kingdom

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

Region: UKN08 - Newry, Mourne and Down

Organisation type: Public authority - sub-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.

CPD - Supplies & Services Division

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 CPD - Supplies & Services Division for any enquiries.