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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

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## 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)

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## Procedure

### Procedure type

Open procedure

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## 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](mailto: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

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## **Contracting authority**

### **Intertradelreland**

- Public Procurement Organisation Number: PZBY-5224-MBBM

Kilmorey Street

Newry

BT34 2DE

United Kingdom

Email: [ssdadmin.cpd@finance-ni.gov.uk](mailto: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

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## 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](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Region: UKN06 - Belfast

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## **Contact organisation**

Contact CPD - Supplies & Services Division for any enquiries.