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Contract

S1210 (2025) Public Information and Awareness Campaigns

Northern Ireland Electricity Networks Ltd

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-065868

Procurement identifier (OCID): ocids-h6vhtk-04b026

Published 16 October 2025, 11:50am

Section I: Contracting entity

I.1) Name and addresses

Northern Ireland Electricity Networks Ltd

120 Malone Road,

Belfast,

BT9 5HT

Email

noreen.magowan@nienetworks.co.uk

Country

United Kingdom

Region code

UKN - Northern Ireland

Internet address(es)

Main address

www.nienetworks.co.uk

I.6) Main activity

Electricity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

S1210 (2025) Public Information and Awareness Campaigns

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

NIE Networks wishes to procure services in the following and related areas:

1. Creative concept and design,
2. Media and digital planning and buying,
3. Advertising campaign management including evaluation and general advice and assistance in regard to advertising across Northern Ireland.

The contractor will be required to support NIE Networks core team of communications and media specialists by delivering campaigns in the following areas:

- Safety
- Recruitment

- Vulnerable customers
- Security of supply

Please note this list is not exhaustive

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,420,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Northern Ireland

II.2.4) Description of the procurement

NIE Networks wishes to procure services in the following and related areas:

1. Creative concept and design,
2. Media and digital planning and buying,

3. Advertising campaign management including evaluation and general advice and assistance in regard to advertising across Northern Ireland.

The contractor will be required to support NIE Networks core team of communications and media specialists by delivering campaigns in the following areas:

- Safety
- Recruitment
- Vulnerable customers
- Security of supply

Please note this list is not exhaustive

II.2.11) Information about options

Options: Yes

Description of options

The Framework Agreement period is 3 years with the option, exercisable exclusively by NIE Networks, to extend the Framework Agreement for up to two additional 2 year extension periods. Potential total Framework Agreement duration of 5 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-034154](#)

Section V. Award of contract

Contract No

S1210 (2025) Public Information and Awareness

Title

S1210 (2025) Public Information and Awareness

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 October 2025

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Genesis Advertising Ltd

Belfast

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,420,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Northern Ireland Electricity Networks Limited

120 Malone Road

Belfast

BT9 5HT

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court in Northern Ireland

Royal Courts of justice, Chichester Street

Belfast

BT1 3JY

Country

United Kingdom