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Tender

DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN

Department of Agriculture, Environment and Rural Affairs

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-071964

Procurement identifier (OCID): ocds-h6vhtk-05dc9e

Published 7 November 2025, 11:37am

Scope

Reference

ID 6030015

Description

The Department of Agriculture, Environment and Rural Affairs (DAERA), hereby referred to as 'the Buyer', wishes to appoint a Supplier to deliver advertising and related services for campaign advertising. The primary purpose of this campaign is to help Lough Neagh to recover and to help improve the quality of other water bodies, including rivers, lakes and coastal water, (source to sea) across Northern Ireland.

The campaign will provide information on the steps that we can all take to improve water quality, with the issue of Blue Green Algae in Lough Neagh being a significant focus.

Total value (estimated)

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 14 January 2026 to 30 April 2027
- Possible extension to 30 April 2028
- 2 years, 3 months, 18 days

Description of possible extension:

There is an option of one possible extension of up to twelve months.

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

Contract locations

- UKN - Northern Ireland

Participation

Legal and financial capacity conditions of participation

Not Applicable

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

1 December 2025, 3:00pm

Tender submission deadline

8 December 2025, 3:00pm

Submission address and any special instructions

Tenders must be submitted on etenders.ni.gov.uk

<https://etendersni.gov.uk/epps/home.do>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 January 2026

Award criteria

Name	Description	Type
AC1 - Strategic Solution	Tenderers must: • Provide a strategic solution to requirements of the specification, including identifying the key issues and challenges and how these would be handled. • Provide learnings from previous campaigns from the public or private sectors, or a combination of both, within the last 3 years and highlight new insights and how these will assist with the challenges of the campaign.	Quality
AC2 - Media Strategy, Rationale and Media Plan	Tenderers must: Outline the Media Strategy including. 1. An analysis of the target audience's media consumption. 2. A rationale for the media proposed and timings, including how each	Quality

Name	Description	Type
	<p>media can influence the target audience's behaviour and help meet the campaign objectives.</p> <p>3. Provide a detailed media plan based on the campaign budget. The media strategy and media plan will be assessed by the media chosen and not the media cost. All evidence/rationale presented in proposals must be clearly backed up by relevant research and these research sources must be clearly cited. When using media channel analysis tools, tenderers must include an explanation of how conclusions were reached, including what parameters were used. Response to this criterion must not exceed 5 A4 pages plus 1 x A3 Media Plan. Arial font size 12 and single line spacing must be used. The response must be submitted in a word document and portrait orientation except for the media plan which can be submitted in a landscape spreadsheet format. Please note pages submitted that exceed the page limits will not be considered, including annexes/references. All information must be included in the page limits specified. The media plan should demonstrate gross costs for all proposed media with adjustments for rebates and levies to then give a final cost to the Buyer i.e. no further rebates are outstanding to be applied to the campaign.</p>	

Name	Description	Type
AC3 - Key Personnel Experience	<p>Key Personnel Experience</p> <p>Tenderers must demonstrate, by way of example(s) achieved in the last 3 years, experience of the proposed team of Key Personnel who will be assigned to deliver this requirement upon Contract award. For the purpose of the tender submission please provide details for the following roles or equivalent positions of staff who will be working on this campaign. - Account Manager - Creative Director - Media Director - Digital Director - Digital Media Lead - Senior Designer - Copywriter</p> <p>Each key individual must provide an example to demonstrate that they have delivered advertising campaigns of a similar scale, with challenges such as those detailed in the brief For each individual the example provided must include: 1. Job title/ grade of team member. 2. The project/ programme title, details and value. 3. Start and end date (Month/Year) of project/ programme. 4. The individual's roles and responsibilities within that project/ programme including methodology used. 5. Evidence of the work carried out (Webpage, online articles etc). Examples should focus on individual input as opposed to programme delivery.</p> <p>Tenderers must note that the names of any individuals must not be stipulated within the criterion response. The grades</p>	Quality

Name	Description	Type
	<p>or project roles will suffice. Names should be included within the Pricing Schedule, where the grade or project role must correspond to the individuals proposed in response to this criterion. Response to this criterion must not exceed one side of an A4 page per individual. Arial font size 12 and single line spacing must be used. The response must be submitted in a word document and portrait orientation. Please note pages submitted that exceed the page limits will not be considered, including annexes/references. All information must be included in the page limits specified. Tenderers should note that 'within the last 3 years' refers to within 3 years from the time-limit for receipt of tenders or requests to participate.</p>	

Name	Description	Type
AC4 - Proposals for research and evaluation	<p>Tenderers are required to provide one research outline methodology commensurate to the budget. All research proposals received must be supplied along with a recommendation and rationale on the best way forward. Tenderers should address. • Benchmarking • Tracking</p> <p>Response to this criterion must not exceed 2 A4 pages. Arial font size 12 and single line spacing must be used. The response must be submitted in a word document and portrait orientation. Please note pages submitted that exceed the page limits will not be considered, including annexes/references. All information must be included in the page limits specified.</p>	Quality

Name	Description	Type
AC5 - Total Campaign Delivery Cost	<p>Tenderers are required to provide one research outline methodology commensurate to the budget. All research proposals received must be supplied along with a recommendation and rationale on the best way forward. Tenderers should address. • Benchmarking • Tracking</p> <p>Response to this criterion must not exceed 2 A4 pages. Arial font size 12 and single line spacing must be used. The response must be submitted in a word document and portrait orientation. Please note pages submitted that exceed the page limits will not be considered, including annexes/references. All information must be included in the page limits specified.</p>	Cost

Name	Description	Type
AC6 - Average Hourly Rate	<p>Tenderers are required to provide one research outline methodology commensurate to the budget. All research proposals received must be supplied along with a recommendation and rationale on the best way forward. Tenderers should address. • Benchmarking • Tracking</p> <p>Response to this criterion must not exceed 2 A4 pages. Arial font size 12 and single line spacing must be used. The response must be submitted in a word document and portrait orientation. Please note pages submitted that exceed the page limits will not be considered, including annexes/references. All information must be included in the page limits specified.</p>	Cost

Weighting description

70 percent quality and 30 percent cost

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Department of Agriculture, Environment and Rural Affairs

- Public Procurement Organisation Number: PLDR-5748-GBBJ

303 Airport Road

Belfast

BT3 9ED

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Website: <https://www.daera-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.

CPD - Supplies & Service 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

303 Airport Rd W

Belfast

BT3 9HB

United Kingdom

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

Website: <https://www.finance-ni.gov.uk/topics/procurement>

Region: UKN06 - Belfast

Contact organisation

Contact [CPD - Supplies & Service Division](#) for any enquiries.