

United Kingdom-Belfast: Advertising and marketing services
OJ S 51/2016 12/03/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Northern Ireland Tourist Board
Postal address: St Annes Court 59 North Street
Town: Belfast
Postal code: BT1 1NB
Country: United Kingdom
Contact person: louise.thompson@dfpni.gov.uk

Internet address(es):

Address of the buyer profile: <https://etendersni.gov.uk/epps>

Electronic access to information: <https://etendersni.gov.uk/epps>

Electronic submission of tenders and requests to participate: <https://etendersni.gov.uk/epps>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Tourism NI Appointment of an Advertising and Design Agency.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code UKN0 Northern Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Tourism Northern Ireland (TNI) wishes to appoint a Contractor to devise and implement the following types of marketing communications activity in the Northern Ireland and Republic of Ireland markets; 1. Campaign related above and below the line advertising — media planning and buying, advertising, production, print, promotions, tactical activity, event promotions and strategic alliances (this list is not exhaustive) 2. Digital marketing to include SEO, PPC, and digital campaigns 3. Design and print of a wide variety of collateral and promotional material TNI currently have a Marketing Services Design Contract in place. That service will

automatically transfer to this contract from the 26.3.2016. The appointed Contractor must be capable of managing a contract of this scale, not only in terms of duration and value but also in terms of strategic importance to TNI, the range of issues to be addressed and the accountability that comes with a contract of this nature. All budgets are subject to ministerial approval. No guarantee is given to the level and value of the work to be placed throughout the lifetime of the contract awarded. All aspects are subject to the availability of funds and to the continuing assessment of business need.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79342200 Promotional services, 79342000 Marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 14 000 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Staff experience. Weighting 10
2. Approach to clients requirements. Weighting 40
3. Presentation. Weighting 35
4. Costs. Weighting 15

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

33322

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 162-296919](#) of 22.8.2015

Section V: Award of contract

Contract No: 1

Lot title: Tourism NI Appointment of an Advertising and Design Agency

V.1. Date of conclusion of the contract

8.3.2016

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Genesis Advertising Ltd
Postal address: 33 College Gardens
Town: Belfast
Postal code: BT9 6BT
Country: United Kingdom
E-mail: helen@genesis-advertising.co.uk
Telephone: +44 2890313344

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 14 000 000 GBP
excluding VAT
Total value of the procurement:
Value: 14 000 000 GBP
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Department of Finance and Personnel — CPD
Postal address: Clare House 303 Airport Road
Town: Belfast
Postal code: BT3 9ED
Country: United Kingdom
Internet address: www.dfpni.gov.uk/cpd

Body responsible for mediation procedures

Official name: Department of Finance and Personnel — CPD
Postal address: Clare House 303 Airport Road
Town: Belfast
Postal code: BT3 9ED
Country: United Kingdom
Internet address: www.dfpni.gov.uk/cpd

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: The following text was published in the Contract Notice for this competition:

CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

VI.3.3. Service from which information about the review procedure may be obtained

Official name: Department of Finance and Personnel — CPD

Postal address: Clare House 303 Airport Road

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

Internet address: www.dfpni.gov.uk/cpd

VI.4. Date of dispatch of this notice

9.3.2016