

United Kingdom-Belfast: Advertising campaign services
OJ S 242/2015 15/12/2015
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: Clare House, 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

E-mail: collaboration.cpd@dfpni.gov.uk

Telephone: +44 2890816319

Fax: +44 2890816962

Internet address(es):

General address of the contracting authority: www.cpdni.gov.uk

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

DAC DETI NITB — Appointment of an Advertising Agency.

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

Services

Service category No 13: Advertising services

NUTS code UKN 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)

Northern Ireland Tourist Board (NITB) procured an Advertising agency via CPD in August 2011 from A V Browne for a maximum period of 4 years. The contract has been extended beyond the original contract for a 2 month period through CPD until 30.9.2015. The basis for the extension was to allow NITB to undertake a wider procurement exercise to source a new Advertising agency. This wider procurement exercise is still ongoing and NITB is therefore seeking to award a contract for a 4 month period from 8.12.2015 until 31.3.2016 to enable the creative development, production and media planning, buying and distribution of the following

campaigns to take place.

1. TNI's Spring Campaign — a fully integrated campaign to attract visitors from the ROI to NI including media likely to include TV, outdoor, radio and press and online advertising and promotion;
2. TNI's 'Always On' social media promoted posts, email marketing and pay-per-click expenditure;
3. TNI's gateway advertising at NI airports;
4. Sports Personality of the Year — promotion through web and social media.

II.1.5. CPV code(s)

79341400 Advertising campaign services, 79341000 Advertising 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: 400 000 GBP

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:

Directive 2004/18/EC

1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC

Extreme urgency brought about by events unforeseeable for the contracting authority and in accordance with the strict conditions stated in the directive.

The value of this Direct Award Contract (DAC) (i.e. 400 000 GBP) is above the EU threshold and therefore the Public Contracts Regulations 2015 apply. Regulation 32 (2) (c) permits a direct award contract 'in so far as is strictly necessary where, for reasons of extreme urgency brought about by events unforeseeable by the contracting authority, the time limits for the open or restricted procedures or competitive procedures with negotiation cannot be complied with providing these circumstances cannot be attributed to the contracting authority'. The circumstances in this case is that a competitive procurement process was conducted by the contracting authority (NI Tourist Board); however the authority is now prevented from concluding the award due to a Court injunction. The delay was therefore unforeseen and not attributable to the NI Tourist Board. NI Tourist Board has urgent work which must be progressed to ensure they meet their business objectives making this DAC necessary.

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

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

197214

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

V.1. Date of conclusion of the contract

9.12.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: A. V. Browne Advertising Ltd

Postal address: 41-43 Hill Street

Town: Belfast

Postal code: BT1 2PB

Country: United Kingdom

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

Total value of the procurement:

Value: 400 000 GBP

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

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

VI.4. Date of dispatch of this notice

10.12.2015