Details of Procurements in Excess of €10m, whether new, in progress or completed in 2015

Project Details:	
Year	2015
Parent Department	DTTAS
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Advertising Services - Creative
Procurement Details:	
Advertisement Date:	05/07/2011
Tender Advertised in:	eTenders & OJEU
Awarded to:	DDFH&B
EU contract award notice date	27/06/2012
Contract Price	€10m
Progress:	
Start Date:	01/01/2012
Expected Date of Completion per Contract	31/12/2015
Spend in Year under Review (2015):	740,000 (ex vat)
Cumulative Spend to end Year	4,700,000 (ex vat)
Projected final cost	4,700,000 (ex vat)
Value of Contract variations:	0
Date of Completion:	31/12/2015
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	The appointment of a creative agency with digital, social networking and direct marketing capability to develop and implement Fáilte Ireland's promotional campaigns. To build on the current success of the Discover Ireland brand and to implement and devise a new creative strategy for all Fáilte Ireland brands, that effectively delivers on the needs of both national and regional concerns for 2012-2015.
Output achieved to date (e.g. Y km of road, no. of units)	

Project Details:	
Year	2015
Parent Department	DTTAS
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Advertising Services - Media Buying
Procurement Details:	
Advertisement Date:	05/07/2011
Tender Advertised in:	eTenders & OJEU
Awarded to:	PHD
EU contract award notice date	27/06/2012
Contract Price	€20m
Progress:	
Start Date:	01/01/2012
Expected Date of Completion per Contract	31/12/2015
Spend in Year under Review (2015):	2,375,000 (ex vat)
Cumulative Spend to end Year	10,700,000 (ex vat)
Projected final cost	10,700,000 (ex vat)
Value of Contract variations:	0
Date of Completion:	31/12/2015
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	The appointment of a Media Planning and Buying Agency to develop and implement its promotional campaigns. To build on the current success of the Discover Ireland brand and to implement and devise a new creative strategy for all Fáilte Ireland brands, that effectively delivers on the needs of both national and regional concerns for 2012-2015.
Output achieved to date (e.g. Y km of road, no. of units)	

Project Details:	
Year	2015
Parent Department	DTTAS
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Advertising Services - Creative
Procurement Details:	
Advertisement Date:	16/04/2015
Tender Advertised in:	eTenders & OJEU
Awarded to:	Rothco
EU contract award notice date	28/11/2015
Contract Price	€10m
Progress:	
Start Date:	01/01/2016
Expected Date of Completion per Contract	31/12/2020
Spend in Year under Review (2015):	NIL
Cumulative Spend to end Year	NIL
Projected final cost	€15m (ex vat)
Value of Contract variations:	N/A
Date of Completion:	31/12/2020
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	The appointment of a creative agency with digital, social networking and direct marketing capability and resources to develop and implement its promotional campaigns. To support the development of Fáilte Ireland's brand portfolio and the delivery of marketing and communications objectives and campaigns for the duration of the contract. To provide innovative integrated strategies and plans in accordance with brand/communications objectives and strategies. To develop a new creative strategy for 2016 and further years that will deliver on our communications objectives. To deliver the maximum effectiveness (ROI) across all programmes, plans, activations and third party costs.
Output achieved to date (e.g. Y km of road, no. of units)	

Procurement Details:	
Advertisement Date:	16/04/2015
Tender Advertised in:	eTenders & OJEU
Awarded to:	Mindshare
EU contract award notice date	28/11/2015
Contract Price	€15m
Progress:	
Start Date:	01/01/2016
Expected Date of Completion per Contract	31/12/2020
Spend in Year under Review (2015):	NIL
Cumulative Spend to end Year	NIL
Projected final cost	€15m (ex vat)
Value of Contract variations:	N/A
Date of Completion:	31/12/2020
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	The appointment of a Media Planning and Buying Agency to develop and implement Fáilte Ireland's promotional campaigns. To support the development of the brands and the delivery of marketing and communications objectives and campaigns. To provide media neutral planning services and develop media strategies and plans in accordance with brand objectives and strategies. Make on-going amendments to media plans, as required in reaction to changing business dynamics. To maintain and build Fáilte Ireland's media buying performance in all media. Implementation and buying of all media, within the scope of work, in accordance with the agreed contracted media owner deals and guarantees. To deliver the maximum effectiveness (ROI) across all programmes, plans, activations and third party costs.
Output achieved to date (e.g. Y km of road, no. of units)	