

**Procurements valued in excess of €10m, whether new, in progress or completed in 2018**

<b>Project Details:</b>	
Year	2018
Parent Department	DTTS
Name of Contracting Body	Tourism Ireland
Name of Project/Description	Advertising & Marketing Communications Services
<b>Procurement Details:</b>	
Advertisement Date:	30/09/2010
Tender Advertised in:	OJEU/eTenders
Awarded to:	Publicis / Carat
EU contract award notice date	13/01/2012
Contract Price	100,000,000
<b>Progress:</b>	
Start Date:	01/06/2011
Expected Date of Completion per Contract	01/06/2018
Spend in Year Under Review (2018):	8,413,016
Cumulative Spend to End-of-Year (2018)	88,637,383
Projected final cost	Estimated as above based on Marketing Programme expenditure
Value of Contract variations:	N/A
Date of Completion:	01/06/2018
<b>Outputs:</b>	
Expected output on completion (e.g. X km of road, no. of units)	N/A Based on Corporate Strategy / Marketing Plan
Output achieved to date (e.g. Y km of road, no. of units)	Main TV advertising campaign carried out in all top markets, North America, GB, Europe, Australia and evolving markets. Tactial advertising campaigns carried out via other media in all markets.

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<b>Project Details:</b>	
Year	2018
Parent Department	DTTS
Name of Contracting Body	Tourism Ireland
Name of Project/Description	Advertising & Marketing Communications Services
<b>Procurement Details:</b>	
Advertisement Date:	17/09/2017
Tender Advertised in:	OJEU/eTenders
Awarded to:	Publicis /OMD/Transition Spend to CARAT
EU contract award notice date	30/04/2019
Contract Price	57,000,000
<b>Progress:</b>	
Start Date:	01/06/2018
Expected Date of Completion per Contract	01/06/2025
Spend in Year Under Review (2018):	7,119,358
Cumulative Spend to End-of-Year (2018)	7,119,358
Projected final cost	Estimated as above based on Marketing Programme expenditure
Value of Contract variations:	N/A
Date of Completion:	01/06/2025
<b>Outputs:</b>	
Expected output on completion (e.g. X km of road, no. of units)	N/A Based on Corporate Strategy / Marketing Plan
Output achieved to date (e.g. Y km of road, no. of units)	Main TV advertising campaign carried out in all top markets, North America, GB, Europe, Australia and evolving markets. Tactical advertising campaigns carried out via other media in all markets.