

Procurements valued in excess of €10m, whether new, in progress or completed in 2019

Project Details:	
Year	2018
Parent Department	DTTS
Name of Contracting Body	Tourism Ireland
Name of Project/Description	Advertising & Marketing Communications Services
Procurement Details:	
Advertisement Date:	17/09/2017
Tender Advertised in:	OJEU/eTenders
Awarded to:	Publicis /OMD
EU contract award notice date	30/04/2019
Contract Price	57,000,000
Progress:	
Start Date:	01/06/2018
Expected Date of Completion per Contract	01/06/2025
Spend in Year Under Review (2019):	20,772,276
Cumulative Spend to End-of-Year (2019)	25,087,932
Projected final cost	Estimated as above based on Marketing Programme expenditure
Value of Contract variations:	N/A
Date of Completion:	01/06/2025
Outputs:	
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.