

**Procurements valued in excess of €10m, whether new, in progress or completed in 2017**

<b>Project Details:</b>	
Year	2017
Parent Department	DTTAS
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 (2017):	11,656,444
Cumulative Spend to End-of-Year (2017)	80,224,367
Projected final cost	Estimated as above based on Marketing Programme expenditure
Value of Contract variations:	N/A
Date of Completion:	N/A
<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.