

## Details

RFx ID : 25823771

Tender Name : Creative Advertising and Media Services

Reference # :

Open Date : Friday, 20 May 2022 7:00 AM (Pacific/Auckland UTC+12:00)

Close Date : Wednesday, 15 June 2022 5:00 PM (Pacific/Auckland UTC+12:00)

Tender Type : Request for Proposals (RFP)

Tender Coverage : Sole Agency [?]

Categories :

- 43000000 - Information Technology Broadcasting and Telecommunications
- 55100000 - Printed media
- 80000000 - Management and Business Professionals and Administrative Services
- 82000000 - Editorial and Design and Graphic and Fine Art Services
- 83000000 - Public Utilities and Public Sector Related Services

Regions: - New Zealand

Exemption Reason : None

Required Pre-qualifications : None

Contact : Knut Stoyl  
Knut.Stoyl@dpmc.govt.nz

Alternate Physical Delivery Address :

Alternate Physical Fax Number :

## Overview

The Public Engagement and Communications team at the COVID-19 Response Group DPMC is responsible for delivering the public information campaigns and leading system-wide communications and engagement working across key agencies as part of New Zealand's COVID-19 response. Part of this is the communication and engagement with all stakeholders involved in fighting the pandemic in New Zealand.

The public information campaigns are high-profile campaigns with significant public scrutiny. The provision of advertising and media services supporting the New Zealand COVID-19 response has been a key success factor in fighting the pandemic. Continuity continues to be vital for the ongoing success of the campaign.

We require a supplier (or suppliers) who can be an enabler to support us to continue to deliver effective public health and behavioural change messaging reaching all Aotearoa New Zealand. We require suppliers that can help us provide proactive communication of public health messages. There is also a need to effectively reach specific communities with messaging and through channels that will resonate with those communities. These include Māori, Pasifika and culturally and linguistically diverse (CALD) communities and people with disabilities.

Depending on the outcome of the tender, we may procure advertising and media services from two different suppliers. Respondents can respond to either the Creative Advertising services only, the Media services only or both categories of services.