

## Single Supplier Framework for the provision of Creative Services for TU Dublin

### Detailed description:

The successful tenderer will be required to advise and assist TU Dublin to develop and support the roll out of campaigns to promote TU Dublin, its brand, faculties, disciplines and programmes, at undergraduate, post graduate including Full-time, Part-time and flexible opportunities. The overall aim will be to develop multi-channel creative and digital campaigns. Requests will include: a. Provide integrated marketing communications solutions to achieve campaign objectives b. Provide evidence based and creative recommendations to support TU Dublin objectives c. Design, develop, copy write and produce content, concepts and materials across all channels d. Pre test concepts and proposed marketing communications solutions where required e. Review concepts and campaigns from national and international sources f. The production of discipline-specific content for the TU Dublin CAO Hub g. Promote awareness of the NFQ ladder i.e progression opportunities from level 6 to 8 h. Plan with relevant campaign stakeholders to ensure the TU Dublin strategy and objectives are consistently integrated through all creative products/outputs/templates i. Provide oversight of campaigns as they progress and suggest necessary modifications to ensure delivery of maximum efficiency j. Provide detailed evaluation reports of the effectiveness of the creative services and agency input to any campaign following its completion to include learning and recommendations for any future activity k. Liaise with TU Dublin's internal services, external stakeholders or 3rd party service providers and any nominated suppliers to ensure all campaign and solutions are fully integrated, offer effective resource allocation and value for money l. Provide expertise in trends, new technologies, new platforms and key demographics m. Produce high quality creative advertising and marketing communications campaigns for use in all appropriate media, including video n. Identifying and isolating tactical moments that

### Type of contract:

### Services

### Response deadline (Irish time):

03/05/2022 14:00:00

### CPV codes:

79990000-0 Miscellaneous business-related services  
79300000-7 Market and economic research; polling and statistics  
79340000-9 Advertising and marketing services  
79400000-8 Business and management consultancy and related services  
79410000-1 Business and management consultancy services  
79900000-3 Miscellaneous business and business-related services  
79930000-2 Specialty design services  
79960000-1 Photographic and ancillary services  
80000000-4 Education and training services