

Brand Activation & Communications Services for the National Digital Database for Sport Ireland

Detailed description:

Sport Ireland is leading on the development of a National Database of Sport & Recreation Amenities. This will collect authoritative geospatial data on sport and recreation facilities and clubs. The data will be used to: 1. Allow the public to find suitable opportunities to be active anywhere in Ireland via an engaging portal (Website & Mobile App), promoting higher levels of physical activity. 2. Facilitate improved planning, funding and management of recreational amenities by providing data and tools to stakeholders. The project is in implementation phase to mid-2023. An external consultant is now being sought to: 1. Develop and implement an internal and external communications plan. 2. Develop and implement a brand activation plan for the public website and app. 3. Develop a bank of photos and videos to be used for these and other areas of the project.

Type of contract:

Services

Response deadline (Irish time):

07/07/2022 17:00:00

CPV codes:

79416200-5 Public relations consultancy services
22315000-1 Photographs
32351100-9 Video-editing equipment
48500000-3 Communication and multimedia software package
72212500-4 Communication and multimedia software development services
72224000-1 Project management consultancy services
79341400-0 Advertising campaign services
79416000-3 Public relations services
79416100-4 Public relations management services
92111100-3 Training-film and video-tape production
92111220-0 Advertising video-tape production