

Title of Report: Update on Procurement for Marketing for Digital Marketing Support	Officer Presenting: Head of Culture Author: Marketing Manager
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1 Purpose of Report/Recommendations

- 1.1 The purpose of this report is to inform Members of the outcome of a tender exercise for the Provision of Digital Marketing Support undertaken by the marketing team.

2 Background

- 2.1 The marketing team sought submissions for the Provision of Digital Marketing Support to be provided on an adhoc campaign-by-campaign basis throughout the year. Working alongside the Councils marketing team, the key requirement from the provider is to design, develop and deliver comprehensive digital marketing campaigns on both a local, national and international level for Council's key festival & events and on a local level for Council's key services where required.
- 2.2 This procurement exercise took place from April 2019 and tendered through public advertisement, in line with Council's procurement processes and in conjunction with Council's Procurement Officer. The purpose of this paper is to advise members of the outcome of the process.

3 Key Issues

- 3.1 The following appointments have been made and recorded in the register of decisions:

Digital Marketing Support – Three submissions received and two retained. The Nerve Centre appointed the winner with Traffick as first reserve.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 The above appointment has been recorded in the register of decision.

5 Recommendations

5.1 Members note the content of the report.

Background Papers

None.