



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 11286

Date: 13 June 2017

Dear ,

Request for Information – ATISN reference 11286

Thank you for your request which was received by the Welsh Government on 15 May 2017. You asked for the following information:

1. A list of the external public relations and marketing agencies used in the financial years 2013- 14, 2014-15 and 2015-16; and
2. Spend on external public relations and marketing agencies in the above financial years, broken down by agency.

The information you requested accompanies this disclosure letter.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or

Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,



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Parc Cathays • Cathays Park
Caerdydd • Cardiff
CF10 3NQ

CentralDepartments-FOI/DP@wales.gsi.gov.uk
Gwefan • website: www.cymru.gov.uk

Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

Attached is the breakdown for 'Marketing Agency' and 'PR Agency' frameworks on the Central Communication frameworks for the financial years 2013-14, 2014-15 and 2015-16. These frameworks cover the areas of marketing services outlined in your FOI request. The lists are broken down by agency as requested.

Annex 1 lists the agencies on the Marketing Agency Framework. This framework was re-tendered in 2015-16.

Annex 2 lists the agencies on the PR Agency Framework. This framework was set up in 2014. Prior to that date the Welsh Government used the Central Office of Information's (COI) frameworks.

These figures only cover work procured through the Communication & Marketing Framework C118-2013-14 and PR Framework C138-2012-13. They do not cover frameworks managed by the National Procurement Service or any stand-alone marketing contracts tendered outside the central frameworks by individual departments.

Annex 1

Marketing Agency Framework	2013-14	2014-15
	£	£
Act Reprographics	20,453	38,060
Alchemy Expo	5,873	125
Allen Hughes	17,432	26,653
Arad Consulting	0	0
Bay TV	0	0
Beaufort Research	0	0
Box UK	0	0
BWA Design	0	0
Capell Creative	154,385	65,345
Cazbah Ltd	0	0
Celf Creative	24,975	50,845
Corproate Edge	0	0
Courts Design	32,425	978
Crandon Ltd	0	0
Crown Bus Comms	0	0
Cxpartners	0	0
d2 Digital	0	0
Departures	35,268	333,597
Dog Star	0	0
Drake AV	1,280	1,362
Duttons	0	0
EdComs	0	0
Elfen	4,500	0
Escape To Design	0	15,029
Event Exhibitions	751,622	772,874
Fernleigh Design	241,848	203,282
Fluent Interaction	0	0
FBA Design	31,421	0
Freshwater	9,110	4,130
Genero	75,067	31,007
Ginger	41,231	127,834
Glasgows	0	0
Golley Slater	471,899	0
Hammond Signs	0	0
Heavenly	245,250	8,674
iCreate	0	0

JM Creative	154,390	48,285
M-Corp (BSS Digital)	0	0
Mando Group	0	0
Ocicat	9,559	0
Ontrac	0	0
Orchard	276,930	183,135
Persona ID	44,000	0
Precedent	0	0
Puri-Evans	0	0
Quadrant	182,315	142,310
Red Bee	0	0
Robson Dowry	0	0
S8080	0	0
Saville (now Cleartech Live)	60,751	34,922
Semaphore	15,293	7,830
Sequence	0	0
Specialist Models	0	0
Staziker Jones	0	0
Strategic Marketing	8,950	0
The Live Group	9,323	35,259
Tinopolis	0	0
View Creative	0	0

Marketing Agency Framework	2015-16
	£
Act Reprographics	65,201
Access Advertising	19,600
Arad Consulting	9,986
Beaufort Research	0
Bomper Studio	24,091
Capell Creative	74,123
Cazbah Ltd	4,125
Cleartech Live	38,728
Courts Design	0
DC Group	0
Departures	176,654
Eazyweb	0
Engine House	0
Event Exhibition & Design	545,720
Fernleigh Design	180,203
Four Communications	0
Four Cymru (FBA)	0
Freshwater	12,080
Genero	86,407
Genesis Marketing	33,711
Ginger Exhibitions	120,658
Golley Slater	54,190
Halo	0
Heavenly	100,900
iCrossing	970,549
JM Creative	69,695
Kindlemix Communications	0
Liberty Marketing	0
Like an Egg Productions	18,784
Martin Hopkins	1,700
Mela Media	0
Miller Research	24,888
Mint Motion	23,650
Nomadic Displays	0
Ocicat	0
Open Space Creative	91,625
Orchard Media & Events	437,348
Perfect Motion	0
Precedent Communications	0
RB Group	0
S8080	0

Semaphore	20,175
Sequence Collective	280,000
Service Graphics	2,966
Smorgasbord	784,985
Stills Design	8,480
Strategic Marketing	33,050
Tangent Graphic	0
Telesgop	18,025
Ubiquity (Gill)	0
Universal AV Services	1,013
View Creative	9,975
Waters Creative	4,220
Wavehill Consultancy	66,975
White Fox	14,360
Working Word	0
Writerog	20,763

Annex 2

PR Framework	2014-15	2015-16
	£	£
Carmargue	0	25,000
Effective Communications	0	0
Equinox Communications	80,292	648,776
Event Exhibition & Design	0	700
Francis Balsom Associates (now Four Cymru)	68,565	63,280
Freshwater UK	0	33,043
Mela Media	6,500	0
MGB	11,940	44,753
Working Word	47,176	156,238
Quadrant	10,000	-
Golley Slater	14,000	44,000