

Glasgow 2014 starts search for Creative Design Agency

Glasgow 2014 has launched a world wide search for a Creative Design Agency to produce marketing material for the Organising Committee, as well as more substantial projects such as designing the pictograms.

This contract is the next planned phase of the creative process to bring the recently created brand guidelines to life across a number of on and off line channels in the build up to Glasgow 2014. It is a significant body of work that is essential to promoting the wide range of projects that the Organising Committee will deliver.

The Creative Design Agency will produce a whole range of material, including:

- Project based work such as posters, leaflets, advertising banners, pop ups, brochures, communication material;
- The Cultural Programme logo;
- The Queen Baton's Relay logo;
- Education Programme logo; and
- Pictograms.

The tender, published through OJEU, is estimated to have a £350,000 - £450,000 value over a four year period. The successful bidder will win a contract for two years, with options to extend for two further periods of up to 12 months each. It is expected that the successful agency will be appointed by the autumn.

Glasgow 2014 Director of Marketing and Sponsorship John Donnelly said:

"Following the successful launch of the new Glasgow 2014 brand and creative suite, we are now into a new phase of procurement for a Creative Design Agency to produce a significant body of work over the next four years. This is an exciting time for the project, and we are delighted to be able to offer this opportunity to the market."

You can read the tender document by following this link,
<https://glasgow.bravosolution.co.uk/web/login.shtml>