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COMMERCIAL IN CONFIDENCE

FROM: A WOOD
DIRECTOR, INFORMATION SERVICE
18 JANUARY 1996

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ASST 7921
SEC 18 JAN 1996
CENT SEC

- cc PS/PUS (B&L) - B
- PS/Sir D Fell - B
- Mr Thomas (B&L) -B
- Mr Legge - B
- Mr Blackwell - B
- Mr Maccabe - B
- Mrs D Brown - PS 18/1
- Mr Cornick
- Mr Woods
- Mr Jardine, PPRU

Mrs McAuley 25/1

Mr [unclear] 18/1

23/1

23/1

23/1

- PS/Secretary of State (B&L) - B
- PS/Sir J Wheeler (B&L) - B- B
- PS/Michael Ancram (B, DENI&L) - B
- PS/Baroness Denton (DED, DANI&L) - B
- PS/Mr Moss (DHSS, DOE&L) - B

NIO ADVERTISING 1996-1998

Ministers will wish to be aware that, on the expiry of our three year working relationship with McCann Erickson Belfast, we have invited advertising agencies to share their thinking on what themes might be explored, developed and presented in NIO advertising over the next three years.

Our method of approach is set out in the attached letter which has gone to all ten companies on the Central Office of Information list of approved agencies.

X Internally we have set up a working group comprising the NIIS, PAB and Central Secretariat to examine the Agencies' initial thoughts and draw up a shortlist of those who we will then invite to submit more detailed ideas.

These ideas may not, of course, totally match the "topics list" which Ministers and colleagues may wish to see addressed. So if there are particular areas which it is thought should be covered in our next campaign, I will be happy to take receipt of them. It

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should however be remembered that we will not be seeking to duplicate those areas - such as drugs, inward investment and job creation/training, road safety - which are already being addressed in department/agency-led advertising.

Rather we are looking for ways in which to illustrate (and thereby shape public opinion and encourage debate) on the "hearts and minds issues" (for want of a better phrase) which are central to NIO activities, issues such as political confidence, cross-community trust, sectarianism and bigotry - and also, perhaps, the "feel-good" factor which has been so much in evidence since the 1994 ceasefires.

(signed)

A WOOD
SC Ext 28211

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ASST DB 603/11
SEC 15 JAN 1996
CENT SEC

Copies to:

- Mrs D Brown
- Mr C Maccabe
- Mr N Cornick
- Mr F Woods

File
Float

15/11

17/11
Mr McAuley
Oh good!

Mr Dever LP16/11
The file been solved
part 1 Feb.

ds

15/11

C



Information Service
Stormont Castle
Belfast BT4 3ST
Please Note Our New
Telephone No.520700

Mr J I Coey
Coey Advertising and Design
Victoria Lodge
158 Upper Newtownards Road
BELFAST
BT4 3EQ

12 January 1996

Dear Sir

The Northern Ireland Office last invited agencies to present their ideas for advertising, on security related issues, in late 1992. The agreement which was concluded with McCann Erickson, Belfast, ran from January 1993 to the end of 1995.

Over a number of years the use of advertising as a means of supporting Government aims and objectives has permitted the development of underlying themes ranging from the realities of terrorism and its effects to the new confidence of the post-ceasefire period.

We now wish to invite proposals for a further three year period, to consider how the power of advertising might be used to further stimulate debate and encourage actions consistent with the direction of Government policy on Northern Ireland.

We propose again a two-stage process involving preliminary written proposals, against which a small number of agencies will be invited to develop detailed creative and other proposals for further consideration.

We do not wish, at this stage, to be unduly prescriptive about topics or issues but rather to hear and see what you have to say - what you consider to be the areas which could be most profitably explored and the ways in which they might be addressed.

If you wish to be considered for this commission we would ask that you submit a written outline of creative ideas, media plans and illustrative budgets by 1 February 1996. Your proposals should include:-

- a. illustrative budgets indicating the likely level of expenditure required to achieve impact on the target audience;
- b. proposals for ensuring cost-effective media buying and for monitoring expenditure;
- c. proposals for pre- and post-campaign assessment and for testing creative proposals;
- d. any proposals you wish to offer for determining existing attitudes and knowledge in the community;
- e. costings for assessment of testing proposals; and
- f. proposals for contract and agency remuneration.

It is our belief that the general direction of the Government's socio-economic, political and security policies are widely known and understood. However should you wish to have copies of any statements, speeches or other papers, or if you have any other queries please contact me on Belfast 528211 or Frank Woods on Belfast 528214.

I look forward to hearing from you.

Yours sincerely,
Andy Wood

A WOOD
DIRECTOR