

Ireland-Cork: Advertising campaign services

OJ S 5/2021 08/01/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Safefood

National registration number: N/A

Postal address: 7, Eastgate Ave., Eastgate Business Park, Little Island

Town: Cork

NUTS code: IE0 Ireland

Country: Ireland

Contact person: Claire Cluskey

E-mail: claire@empirica.ie**Internet address(es):**Main address: <http://www.safefood.eu>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/580>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=180675&B=ETENDERS_SIMPLE[PID=180675&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=180675&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=180675&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Advertising and Creative Services

Reference number: 182568

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3.

Type of contract

Services

II.1.4. Short description

Safefood proposes to establish a multi-party framework agreement for its requirements relating to advertising and creative services. These services will include the provision of integrated above the line, below the line and online advertising for safefood, together with the provision of integrated strategic communications planning and creative/design solutions, and in terms of agreed brand values and across multiple communications channels. It also requires an understanding of target audiences and their behaviours and motivations.

It is envisaged that three advertising agencies will be appointed to the framework and will closely support the development of the brand and the delivery of its communication objectives.

II.1.5. Estimated total value

Value excluding VAT: 2 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: IE0 Ireland

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin.

II.2.4. Description of the procurement

Safefood proposes to establish a multi-party framework agreement for its requirements relating to advertising and creative services. These services will include the provision of integrated above the line, below the line and online advertising for safefood, together with the provision of integrated strategic communications planning and creative/design solutions, and in terms of agreed brand values and across multiple communications channels. It also requires an understanding of target audiences and their behaviours and motivations.

It is envisaged that three advertising agencies will be appointed to the framework and will closely support the development of the brand and the delivery of its communication objectives.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 2 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 x 12-month renewals.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5
Objective criteria for choosing the limited number of candidates:

As detailed in the PQQ document.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

See PQQ document.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 05/02/2021 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Irish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Central Office of the High Court

Postal address: Four Courts

Town: Dublin 7

Country: Ireland

VI.5. Date of dispatch of this notice

05/01/2021