

Ireland-Dublin: Marketing services
OJ S 9/2024 12/01/2024
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bord Bia (Irish Food Board)

National registration number: N/A

Postal address: 140 Pembroke Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Ballsbridge

Country: Ireland

Contact person: Celine O'Donoghue

E-mail: celine.odonoghue@bordbia.ie

Telephone: +353 16143669

Internet address(es):

Main address: www.bordbia.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/432>

I.4. Type of the contracting authority

Other type: Bord Bia - Irish Food Board

I.5. Main activity

Other activity: Bord Bia - Irish Food Board

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

ITT for Marketing Services in Italy

Reference number: COD/MSI/01/23

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Invitation to Tender for Marketing Services in Italy

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

II.2.4. Description of the procurement

Invitation to Tender for Marketing Services in Italy

II.2.5. Award criteria

Quality criterion - Name: Championing Sustainability / Weighting: 150

Quality criterion - Name: Creativity of proposed approach / Weighting: 300

Quality criterion - Name: Demonstrated ability to provide the requires services / Weighting: 100

Quality criterion - Name: Demonstrate ability to measure effectiveness of campaign against KPI's / Weighting: 150

Cost criterion - Name: Cost of proposal / Weighting: 300

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 006-013903](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

ITT for Marketing Services in Italy

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/12/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Sprim Italia s.r.l.

National registration number: 04597690967

Postal address: Via Brisa 3

Town: Milano

NUTS code: IT Italia

Postal code: 20123

Country: Italy

E-mail: erica.nencini@sprim.com

Telephone: +39 0245495838

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 300 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court Ireland

Town: Dublin 7

Country: Ireland

VI.5. Date of dispatch of this notice

09/01/2024