

Ireland-Cork: Advertising and marketing services
OJ S 10/2024 15/01/2024
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Cork City Council

National registration number: N/A

Postal address: City Hall

Town: Cork

NUTS code: IE05 Southern

Postal code: Co.Cork

Country: Ireland

Contact person: Eamon Hayes

E-mail: eamon_hayes@corkcity.ie

Telephone: +353 0214924359

Internet address(es):

Main address: <http://www.corkcity.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/250>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Single Supplier Framework for Media Buying Service

Reference number: CCC /095/ 021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We Require a supplier to Purchase media space on behalf of Cork City Council.

Media formats will cover but may not be limited to:

- Printed media formats (mainly statutory notices in weekly composite advertisements in Cork based media - this makes up the bulk of our advertising annually.)

- Radio (specific to Cork local radio campaigns)
- Digital Media (on an ad hoc basis, specific to PR campaigns where budget permits)
- Outdoor (local to Cork City - limited amount and specific to PR campaigns where budget permits)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

II.2.3. Place of performance

NUTS code: IE05 Southern

Main site or place of performance: Cork City

II.2.4. Description of the procurement

We Require a supplier to Purchase media space on behalf of Cork City Council.

Media formats will cover but may not be limited to:

- Printed media formats (mainly statutory notices in weekly composite advertisements in Cork based media - this makes up the bulk of our advertising annually.)
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- Digital Media (on an ad hoc basis, specific to PR campaigns where budget permits)
- Outdoor (local to Cork City - limited amount and specific to PR campaigns where budget permits)

II.2.5. Award criteria

Quality criterion - Name: Overall Approach and Methodology / Weighting: 20

Quality criterion - Name: Technical Merit and Quality of Proposed Team / Weighting: 20

Quality criterion - Name: Contract Management / Weighting: 10

Cost criterion - Name: Cost / Weighting: 50

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 191-496473](#)

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:

Single Supplier Framework for Media Buying Service

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/01/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Media Machine Ltd

National registration number: IE3516207EH

Postal address: Clongaddy, Kilmore

Town: Wexford

NUTS code: IE Éire / Ireland

Postal code: Y35Y224

Country: Ireland

E-mail: mary.power@media365.ie

Telephone: +353 867729696

Internet address: <http://media365.ie>

The contractor is an SME: no

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

Total value of the contract/lot: 1 000 000,00 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: The High Court
Postal address: Four Courts, Inns Quay
Town: Dublin
Postal code: 7
Country: Ireland
E-mail: highcourtcentraloffice@courts.ie
Telephone: +353 018886458

VI.4.2. Body responsible for mediation procedures

Official name: The High Court
Postal address: Four Courts, Inns Quay
Town: Dublin
Postal code: 7
Country: Ireland
E-mail: highcourtcentraloffice@courts.ie
Telephone: +353 018886458

VI.5. Date of dispatch of this notice

10/01/2024