

Ireland-Galway: Marketing management consultancy services

OJ S 22/2017 01/02/2017

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Irish Water Safety

National registration number: N/A

Postal address: The Long Walk

Town: Galway

NUTS code: IE Éire / Ireland

Postal code: H91 F602

Country: Ireland

Contact person: Roger Sweeney

E-mail: rogersweeney@iws.ie

Telephone: +353 91564400

Fax: +353 091564700

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/519>

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=107818&B=ETENDERS_SIMPLE

[PID=107818&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=107818&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=107818&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

Public order and safety

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Water safety promotion campaign 2017.

Reference number: IWS759

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Irish Water Safety (IWS), a statutory body, a voluntary organisation and a registered charity established to promote drowning prevention water safety initiatives in Ireland wishes to invite tenders for the supply of services that will develop and raise public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety. The tender will involve the development of the associated creative, production and broadcast elements.

II.1.5. Estimated total value

Value excluding VAT: 200 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description**II.2.1. Title**

All elements
Lot No: 1

II.2.2. Additional CPV code(s)

73210000 Research consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services, 79342200 Promotional services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To supply a combination of the creative, production and broadcast elements associated with the supply of services that will develop and raise public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Creative ideas / Weighting: 40

Quality criterion - Name: Production / Weighting: 40

Quality criterion - Name: Broadcast / Weighting: 20

Price - Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 300 000,00 EUR

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

Duration in months: 11

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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

II.2. Description

II.2.1. Title

Creative elements

Lot No: 2

II.2.2. Additional CPV code(s)

73210000 Research consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services, 79342200 Promotional services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To supply the creative elements associated with the supply of services that will develop and raise public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Creative / Weighting: 50

Quality criterion - Name: Experience and track record / Weighting: 10

Quality criterion - Name: Deliverability / Weighting: 20

Quality criterion - Name: Community benefits / Weighting: 20

Cost criterion - Name: Creative / Weighting: 40

Cost criterion - Name: Production / Weighting: 40

Cost criterion - Name: Broadcast / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 300 000,00 EUR

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

Duration in months: 11

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Options of including 1 or more of the creative / production / broadcast.

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

II.2. Description

II.2.1. Title

Production Elements

Lot No: 3

II.2.2. Additional CPV code(s)

73210000 Research consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services, 79342200 Promotional services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To supply the production elements associated with the supply of services that will develop and raise public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety.

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Cost / Weighting: Lowest

II.2.6. Estimated value

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

Duration in months: 11

This contract is subject to renewal: no

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

II.2. Description

II.2.1. Title

Broadcast Elements

Lot No: 4

II.2.2. Additional CPV code(s)

73210000 Research consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services, 79342200 Promotional services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To supply the broadcast elements associated with the supply of services that will develop and raise public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Market penetration / Weighting: 80

Quality criterion - Name: Experience and track record / Weighting: 20

Cost criterion - Name: Cost / Weighting: Lowest

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 11

This contract is subject to renewal: no

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

Date: 01/03/2017 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

IV.2.7. Conditions for opening of tenders

Date: 01/03/2017 Local time: 12:00

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: Irish Water Safety

Postal address: The Long Walk

Town: Galway

Postal code: H91 F602

Country: Ireland

E-mail: rogersweeney@iws.ie

Telephone: +353 91564400

Fax: +353 91564700

Internet address: www.iws.ie

VI.5. Date of dispatch of this notice

30/01/2017