

Ireland-Dublin: Public relations consultancy services
OJ S 15/2023 20/01/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sport Ireland

National registration number: 3384037AH

Postal address: The Courtyard, Sport Ireland Campus, Snugborough Rd,

Town: Dublin 15

NUTS code: IE Éire / Ireland

Postal code: Co.Dublin

Country: Ireland

Contact person: Colin Murphy

E-mail: procurement@sportireland.ie

Telephone: +353 18608800

Internet address(es):

Main address: www.sportireland.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/122778>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Non Commercial Semi State

I.5. Main activity

Other activity: Development of Sport in Ireland

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of a Communication & Activation Campaign Targeting Inactive Teenage Girls in Ireland

Reference number: Sport Ireland 126

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Sport Ireland are looking to appoint an agency to develop and manage the roll out of a national communication and activation campaign targeting inactive teenage girls in Ireland that inspires, encourages and motivates them to be more active.

The service and deliverables should ensure a campaign that speaks to inactive teenage girls, re-frames what sport is, opens their eyes to more opportunities and results in girls embracing sport and physical activity and wanting to share their experiences.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 298 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72224000 Project management consultancy services, 72266000 Software consultancy services, 73000000 Research and development services and related consultancy services, 73100000 Research and experimental development services, 79112100 Stakeholders representation services, 79341400 Advertising campaign services, 79416000 Public relations services, 79416100 Public relations management services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

Sport Ireland are looking to appoint an agency to develop and manage the roll out of a national communication and activation campaign targeting inactive teenage girls in Ireland that inspires, encourages and motivates them to be more active.

The service and deliverables should ensure a campaign that speaks to inactive teenage girls, re-frames what sport is, opens their eyes to more opportunities and results in girls embracing sport and physical activity and wanting to share their experiences.

II.2.5. Award criteria

Price

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: [2022/S 167-474325](#)

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:

Provision of a Communication & Activation Campaign Targeting Inactive Teenage Girls in Ireland

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2022

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: ByCon Consulting Ltd t/a Titan Experience

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D4

Country: Ireland

The contractor is an SME: yes

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

Lowest offer: 289 665,00 EUR / Highest offer: 298 000,00 EUR taken into consideration

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 Courts Service

Town: Smithfield

Country: Ireland

VI.5. Date of dispatch of this notice

16/01/2023