

Ireland-Dublin: Marketing services
OJ S 24/2015 04/02/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Dublin Airport Authority plc (DAA)
Postal address: Dublin Airport, Co Dublin
Town: Dublin
Country: Ireland
For the attention of: Ciara Wynne
E-mail: ciara.wynne@daa.ie
Telephone: +353 18144134

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

P2185 — RFI — Marketing Research Services.

II.1.2. Type of contract and place of performance or delivery

Services
NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

DAA is seeking proposals for the provision of both qualitative and quantitative marketing research services at Dublin and Cork Airports.

II.1.5. CPV code(s)

79342000 Marketing services, 79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79413000 Marketing management consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Quantitative tracking

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: RED C Research

Postal address: 44-45 Clontarf Road, 7 The Seapoint Building

Town: Dublin

Country: Ireland

E-mail: sinead.mooney@redcresearch.ie

Telephone: +353 18186316

Fax: +353 18186328

Internet address: <http://www.redcresearch.ie>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 2 500 000 EUR

excluding VAT

Total value of the procurement:

Value: 2 500 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Ad- hoc tracking

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: Millward Brown Lansdowne

Postal address: Millbank House, Arkle Road Postal code: Sandyford

Country: Ireland

E-mail: info@millwardbrownlansdowne.ie

Telephone: +353 12974500

Fax: +353 12946685

Internet address: <http://online.millwardbrownlansdowne.ie>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 250 000 EUR

excluding VAT

Total value of the procurement:

Value: 250 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 3

- Lot title: Ad hoc Quantitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: Epinion

Postal address: Toldkammeret, Nordhavnsgeade 1-3, Midtjylland

Town: Aarhus

Country: Denmark

E-mail: op@epinion.dk

Telephone: +45 87309500

Internet address: <http://www.epinionglobal.com>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 60 000 EUR
excluding VAT
Total value of the procurement:
Value: 60 000 EUR
excluding VAT
If annual or monthly value:
Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 4

Lot No: 3

- Lot title: Ad hoc Quantitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: Millward Brown Lansdowne

Postal address: Millbank House, Arkle Road Postal code: Sandyford

Country: Ireland

E-mail: info@millwardbrownlansdowne.ie

Telephone: +353 12974500

Fax: +353 12946685

Internet address: <http://online.millwardbrownlansdowne.ie>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 200 000 EUR

excluding VAT

Total value of the procurement:

Value: 200 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 5

Lot No: 3

- Lot title: Ad hoc Quantitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: RED C Research
Postal address: 44-45 Clontarf Road, 7 The Seapoint Building
Town: Dublin
Country: Ireland
E-mail: sinead.mooney@redcresearch.ie
Telephone: +353 18186316
Fax: +353 18186328
Internet address: <http://www.redcresearch.ie>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 80 000 EUR

excluding VAT

Total value of the procurement:

Value: 80 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 6

Lot No: 4

- Lot title: Ad hoc Qualitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: Coyne Research

Postal address: 16 The Courtyard Kilcarbery Business Park

Town: Dublin

Postal code: 22

Country: Ireland

E-mail: james.philbin@coyneresearch.com

Telephone: +353 14611040

Internet address: <http://www.coyneresearch.com>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 275 000 EUR

excluding VAT

Total value of the procurement:

Value: 275 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 7

Lot No: 4

- Lot title: Ad hoc Qualitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: Ignite Research

Postal address: 16 Sir John Rogerson Quay

Town: Dublin

Postal code: 2

Country: Ireland

E-mail: conor.hughes@ignitemr.com

Telephone: +353 872861039

Internet address: <http://www.ignitemr.com>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 400 000 EUR

excluding VAT

Total value of the procurement:

Value: 400 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 8

Lot No: 4

- Lot title: Ad hoc Qualitative

V.1. Date of conclusion of the contract

8.12.2014

V.2. Information about tenders

Number of tenders received: 44

V.3. Name and address of the contractor

Official name: RED C Research

Postal address: 44-45 Clontarf Road, 7 The Seapoint Building

Town: Dublin

Country: Ireland

E-mail: sinead.mooney@redcresearch.ie

Telephone: +353 18186316

Fax: +353 18186328

Internet address: <http://www.redcresearch.ie>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 285 000 EUR

excluding VAT

Total value of the procurement:

Value: 285 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

30.1.2015