

Ireland-Dublin: Advertising management services
OJ S 17/2022 25/01/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Mental Health Commission

National registration number: N/A

Postal address: Waterloo Exchange

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Waterloo Road

Country: Ireland

Contact person: Mark Phillips

E-mail: Mark.phillips@mhcirl.ie

Telephone: +353 16362400

Internet address(es):

Main address: <http://mhcirl.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1137>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Multi supplier agreement for the Provision of Creative Services, Media Buying and Design Services for the Mental Health Commission

Reference number: RFT 198254

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

The Mental Health Commission is seeking tender submissions from suitably qualified providers for the provision of services under 3 lots. Lot 1 – Strategic & Creative Services Lot 2 – Media Planning & Buying Services Lot 3 – Design Services Further details of the specific services are outlined in the Specification of Requirement template

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.1. Title

Multi supplier agreement for the Provision of Creative Services, Media Buying and Design Services for the Mental Health Commission

Lot No: Lot 1 - Creative Services (Agecny)

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin

II.2.4. Description of the procurement

The Mental Health Commission is seeking tender submissions from suitably qualified providers for the provision of services under 3 lots. Lot 1 – Strategic & Creative Services Lot 2 – Media Planning & Buying Services Lot 3 – Design Services Further details of the specific services are outlined in the Specification of Requirement template

II.2.5. Award criteria

Quality criterion - Name: Experience & Relevance of Resources Proposed / Weighting: 2000

Quality criterion - Name: Understanding of the Requirement, Proposed Approach & Methodology, Evidence of Geographical reach and including Use of Technology (with reference to experience of previous projects of this nature) / Weighting: 4500

Quality criterion - Name: Project Plan - Timetable and Project Plan linked to Deliverables including Identification of Challenges, Risk & Issues / Weighting: 500

Cost criterion - Name: Ultimate Costs / Weighting: 3000

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: [2021/S 186-483585](#)

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

Lot No: 3

Title:

Multi supplier agreement for the Provision of Creative Services, Media Buying and Design Services for the Mental Health Commission

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/01/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Fabrik Creative Media Limited

National registration number: N/A

Postal address: 13 Herbert Street

Town: Dublin 2

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: damien@fabrik.ie

Telephone: +353 0831040570

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

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Multi supplier agreement for the Provision of Creative Services, Media Buying and Design Services for the Mental Health Commission

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/01/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: GroupM WPP Limited

National registration number: IE401856

Postal address: 3 Christchurch Square

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: bill.kinlay@groupm.com

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

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Lot No: 3

Title:

Multi supplier agreement for the Provision of Creative Services, Media Buying and Design Services for the Mental Health Commission

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/01/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Outburst Design & Print

National registration number: N/A

Postal address: Unit 5, Greenhills Business Centre, Greenhills Road,

Town: Tallaght

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: production@outburstdesign.ie

Telephone: +353 014270010

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

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

No tenders received for Lot 1 Services.

Contract awarded to IDEA Ltd under 2016 Regulation 32 (2) (a)

The services sought under the various lots are deemed 'demand led services'. Estimated Value of contracts outlined in the RFT.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Court Service of Ireland

Postal address: Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

VI.5. Date of dispatch of this notice

20/01/2022