

Ireland-Dun Laoghaire: Public relations consultancy services

OJ S 20/2021 29/01/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bord Iascaigh Mhara - Irish Sea Fisheries Board (BIM)

National registration number: N/A

Postal address: PO Box No 12, Crofton Road

Town: Dun Laoghaire

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Procurement Officer

E-mail: tenders@bim.ie

Telephone: +353 12144100

Internet address(es):Main address: <http://www.bim.ie>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/215>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Other activity: Fisheries

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Provision of Digital Communications Services

Reference number: Bord Iascaigh Mhara 2020

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

BIM requires the services of a digital marketing agency to develop a digital strategy that engages BIM stakeholders and effectively communicates the agency's key messages across relevant digital channels. Tenderers must provide an experienced account team, including a designated account manager to deliver BIM's digital marketing strategy.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 400 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

32412000 Communications network, 32412100 Telecommunications network, 71316000 Telecommunication consultancy services, 72220000 Systems and technical consultancy services, 72224000 Project management consultancy services, 79341100 Advertising consultancy services, 79400000 Business and management consultancy and related services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Republic of IRELAND.

II.2.4. Description of the procurement

BIM requires the services of a digital marketing agency to develop a digital strategy that engages BIM stakeholders and effectively communicates the agency's key messages across relevant digital channels. Tenderers must provide an experienced account team, including a designated account manager to deliver BIM's digital marketing strategy.

II.2.5. Award criteria

Quality criterion - Name: Proposed approach and methodology in response to the specifications and requirements as outlined in RFT / Weighting: 3000

Quality criterion - Name: Proposed key personnel qualification/expertise evidenced by way of Curriculum Vitae(s) / Weighting: 2000

Quality criterion - Name: Outline of methods proposed for late changes or short deadlines / Weighting: 2000

Price - 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: yes

Identification of the project: In some instances, see list below. — The Irish Skipper Expo, — European Maritime day, — Seafest, — IATIP conference, — The Port Study, — Clean oceans initiative.

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 034-080385](#)

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 Digital Communications Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/08/2020

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 10

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

V.2.3. Name and address of the contractor

Official name: indiepics

National registration number: IE4559325i

Postal address: 22 Fitzwilliam Street Upper

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: diarmaid.m@indiepics.ie

Telephone: +353 17088154

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 450 000,00 EUR

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Please refer to the Request for Tender (RFT) document.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: The High Court

Postal address: Four Courts, Inns Quay

Town: Dublin 7

Country: Ireland

E-mail: highcourtcentraloffice@courts.ie

Internet address: www.courts.ie

VI.5. Date of dispatch of this notice

26/01/2021