

## Ireland-Galway: Advertising and marketing services

OJ S 22/2020 31/01/2020

Contract notice

Services

### Legal Basis:

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Irish Water Safety

National registration number: 9595115S

Postal address: The Long Walk

Town: Galway

NUTS code: IE0 Ireland

Country: Ireland

Contact person: Roger Sweeney

E-mail: [rogersweeney@iws.ie](mailto:rogersweeney@iws.ie)

#### Internet address(es):

Main address: [www.watersafety.ie](http://www.watersafety.ie)

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

### I.2. Information about joint procurement

The contract is awarded by a central purchasing body

### 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=161309&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=161309&B=ETENDERS_SIMPLE)

[PID=161309&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=161309&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=161309&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=161309&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

### I.4. Type of the contracting authority

Body governed by public law

### I.5. Main activity

Public order and safety

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Water Safety Promotion Campaign

Reference number: IWS0120

#### II.1.2.

**Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Water Safety Ireland, 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: 340 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

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

Creative

Lot No: 1

**II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

**II.2.4. Description of the procurement**

To include all creative concepts, creative direction, art direction, graphic design, copywriting and project management across all campaigns.

(a) complete redevelopment of Water Safety Ireland's 'Junior Aquatics Water Safety' (JAWS) programme, direct mail and Sept launch;

(b) pre-summer school's campaign;

(c) PR material for confs;

(d) NWSAW campaign (June 15-23);

(e) summer campaign;

(f) winter campaign;

(g) drownings abroad campaign.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 33 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

Contracts will be assessed regularly with the possibility of further renewals.

## **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**

Production

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

#### **II.2.4. Description of the procurement**

All print, radio production, film production and digital asset production:

Must cover all production costs for all media across all campaigns including

But not limited to:

- radio production: voice talent, music licensing and studio hire,
- video production: filming, editing, animation, motion graphics, talent fees, music licensing,
- print production: print management, all print costs, including direct mail, print fulfilment and data handling,
- digital production: build of all digital assets, animated digital ads, social image posts,
- photography: still photography, talent fees, licensing,
- stock photography/video: purchasing and/or production of any required stock imagery or video,
- image retouching: any post production work required.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 61 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

Contracts will be assessed regularly with the possibility of further renewals.

#### **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**

Digital advertising

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

##### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

##### **II.2.4. Description of the procurement**

General:

Provide digital marketing expertise and consultancy services to Water Safety Ireland.

Leverage the various options in online advertising to maximise exposure for WSI to the right target audience, within the allocated budgets.

Detail:

Google Ads Search: set up and manage search campaigns in a paid Google ads account and Google Grants (free account).

Display/YouTube: set up and manage Google Display Network Display and YouTube campaigns.

Social media ads: set up and manage social media advertising campaigns.

##### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

##### **II.2.6. Estimated value**

Value excluding VAT: 41 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

Contracts will be assessed regularly with the possibility of further renewals.

#### **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**

Media

Lot No: 4

**II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

**II.2.4. Description of the procurement**

To supply the broadcast elements that will promote a 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. Elements include the planning and purchasing of media space through a suite of broadcast platforms including but not limited to TV, radio, OOH, press and direct mail.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 205 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

Contracts will be assessed regularly with the possibility of further renewals.

**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

### Section IV: Procedure

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

Date: 27/02/2020 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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 10 (from the date stated for receipt of tender)

##### IV.2.7. Conditions for opening of tenders

Date: 27/02/2020 Local time: 12:00

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Contracts will be assessed at the end of contract periods with the possibility of further renewals.

#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Water Safety Ireland

Postal address: The Long Walk

Town: Galway

Postal code: H91 F602

Country: Ireland

E-mail: [rogersweeney@iws.ie](mailto:rogersweeney@iws.ie)

Internet address: [www.watersafety.ie](http://www.watersafety.ie)

##### VI.5. Date of dispatch of this notice

27/01/2020

