

**Ireland-Dublin: Public relations consultancy services**  
**OJ S 33/2017 16/02/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Department of Finance

National registration number: N/A

Postal address: Government Buildings, Merrion Street

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Gary Hynds

E-mail: [gary.hynds@finance.gov.ie](mailto:gary.hynds@finance.gov.ie)

Telephone: +353 6045308

**Internet address(es):**

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/310>

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

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

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Capital Markets Public Relations Consultancy Services.

Reference number: DoF PR Consultancy Services

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The provision of public relations services in Ireland and internationally, in connection with a possible stock market privatisation process of Allied Irish Banks (AIB).

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 180 000,00 EUR

## **II.2. Description**

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

79416200 Public relations consultancy services

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

NUTS code: IE Éire / Ireland

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

The provision of public relations services in Ireland and internationally, in connection with a possible stock market privatisation process in relation to Allied Irish Bank (AIB).

These services will include:

- Privatisation communications and media strategy development and planning.
- Implementation of communications strategy including the development of media schedule covering period from Intention to Float (ITF) to Initial Public Offering (IPO).
- Development of key messaging themes with pro-active and reactive engagement with media personnel and influencers.
- Assistance with press releases, presentations and public briefings.
- After market assistance including monitoring of media reportage. Assist in responding to media queries in relation to the IPO and media train nominated spokespersons.

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

Quality criterion - Name: Capability to perform / Weighting: 30

Quality criterion - Name: Team commitment / Weighting: 20

Quality criterion - Name: Understanding department of finance requirements and AIB investment case / Weighting: 20

Cost criterion - Name: Fees / Weighting: 30

### **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: no

### **IV.2. Administrative information**

#### **IV.2.1.**

## Previous publication concerning this procedure

Notice number in the OJ S: [2016/S 247-451682](#)

### 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

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**Contract No:** 1

**Lot No:** 1

**Title:**

Capital Markets Public Relations Consultancy Services

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

13/02/2017

#### V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

#### V.2.3. Name and address of the contractor

Official name: Gordon MRM

National registration number: 9702077E

Postal address: Lis Cara, 51-52 Fitzwilliam Square West

Town: Dublin

NUTS code: IE021 Dublin

Postal code: 2

Country: Ireland

E-mail: [ray@gordonmrm.ie](mailto:ray@gordonmrm.ie)

Telephone: +353 16650452

Internet address: <http://www.gordonmrm.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: 200 000,00 EUR

Total value of the contract/lot: 180 000,00 EUR

#### V.2.5. Information about subcontracting

The contract is likely to be subcontracted Short description of the part of the contract to be subcontracted:

Gordon MRM and London-based Citigate Dewe Rogerson are responded to this tender as a consortium, significant elements of the contract will be subcontracted to Citigate Dewe Rogerson.

## Section VI: Complementary information

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The Courts of Ireland

Town: Dublin

Country: Ireland

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

14/02/2017