

**Ireland-Cork: Advertising campaign services**  
**OJ S 22/2023 31/01/2023**  
**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: Safefood

National registration number: N/A

Postal address: 7, Eastgate Ave., Eastgate Business Park,

Town: Cork

NUTS code: IE0 Ireland

Postal code: Little Island

Country: Ireland

Contact person: Claire Cluskey

E-mail: [claire@empirica.ie](mailto:claire@empirica.ie)

Telephone: +353 212304100

**Internet address(es):**

Main address: <http://www.safefood.eu>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/580>

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

National or federal agency/office

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Media Planning and Buying Services

Reference number: 182681

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Media Strategy

Media Planning

Media Buying

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 3 600 000,00 EUR

### **II.2. Description**

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

79340000 Advertising and marketing services, 79341000 Advertising services

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

NUTS code: IE0 Ireland

Main site or place of performance: Dublin

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

Media Strategy

Media Planning

Media Buying

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

Quality criterion - Name: Understanding of project needs / Weighting: 25%

Quality criterion - Name: Media plan / Weighting: 20%

Quality criterion - Name: Methodology for delivery of service / Weighting: 5%

Quality criterion - Name: Quality and balance of human resources / Weighting: 20%

Quality criterion - Name: Reliability and continuity of supply / Weighting: 5%

Price - Weighting: 25%

#### **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**

Restricted procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **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 086-222585](#)

#### **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

**Title:**

Media Planning and Buying Services

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

01/11/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 3

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: PHD Ireland

National registration number: 456209

Postal address: Top Floor, 1 Richview Business Park

Town: Clonskeagh, Dublin 14

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: [jason.nebenzahl@phdnetwork.com](mailto:jason.nebenzahl@phdnetwork.com)

Telephone: +353 12165150

The contractor is an SME: no

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

Total value of the contract/lot: 3 600 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Central Office of the High Court

Postal address: Dublin 7

Town: Dublin

Postal code: D7

Country: Ireland

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

26/01/2023