

Ireland-Cork: Advertising campaign services
OJ S 22/2023 31/01/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

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

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertising and Creative Services

Reference number: 182568

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Safefood proposes to establish a multi-party framework agreement for its requirements relating to advertising and creative services. These services will include the provision of integrated above the line, below the line and online advertising for safefood, together with the

provision of integrated strategic communications planning and creative/design solutions , and in terms of agreed brand values and across multiple communications channels It also requires an understanding of target audiences and their behaviours and motivations.

It is envisaged that three advertising agencies will be appointed to the framework and will closely support the development of the brand and the delivery of its communication objectives.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: IE0 Ireland

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin

II.2.4. Description of the procurement

Safefood proposes to establish a multi-party framework agreement for its requirements relating to advertising and creative services. These services will include the provision of integrated above the line, below the line and online advertising for safefood, together with the provision of integrated strategic communications planning and creative/design solutions, and in terms of agreed brand values and across multiple communications channels It also requires an understanding of target audiences and their behaviours and motivations.

It is envisaged that three advertising agencies will be appointed to the framework and will closely support the development of the brand and the delivery of its communication objectives.

II.2.5. Award criteria

Quality criterion - Name: Understands project needs / Weighting: 15%

Quality criterion - Name: Methodology / Weighting: 10%

Quality criterion - Name: Concept and creativity / Weighting: 25%

Quality criterion - Name: Quality and Balance of Resources / Weighting: 25%

Price - Weighting: 20%

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

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 005-006294](#)

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:

Advertising and Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2021

V.2.2. Information about tenders

Number of tenders received: 3

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: 3

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

V.2.3. Name and address of the contractor

Official name: Folk Wunderman Thompson

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

The contractor is an SME: no

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

Total value of the contract/lot: 2 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Central Office of the High Court

Postal address: Four Courts

Town: Dublin

Postal code: 07

Country: Ireland

VI.5. Date of dispatch of this notice

26/01/2023