

IRL-Dublin: Advertising services

OJ S 40/2013 26/02/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Credit Review Office

Postal address: The Plaza, East Point Business Park

Town: Dublin

Postal code: 3

Country: Ireland

For the attention of: Catherine Collins

E-mail: catherine.collins@creditreview.ie

Telephone: +353 17272771

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

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

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Framework Agreement for Media Buying Services

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Dublin, Ireland.

NUTS code IE021 Dublin

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 200 000 and 1 000 000 EUR

II.1.5. Short description of the contract or purchase(s)

The Credit Review Office invites tenders in order to establish a single-party framework agreement for the provision of media planning and buying services for a public information campaign to raise awareness of the Office's impartial credit review process, and to drive calls to the helpline and applications to the Office. Existing radio advertisement and artwork for print advertisements will be made available to the successful framework member. This framework agreement will be established on the basis of an initial contract relating to the provision of media buying services for two years commencing in 2013. The Authority reserves the right to extend the framework for an additional two years, subject to satisfactory performance and on-going demand. For the avoidance of doubt, the scope of media buying activities covers print, radio and online advertisement. Full information is available in the tender document available to download from www.etenders.gov.ie

II.1.6. CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement**II.2.1. Total quantity or scope**

The initial contract covers the media plan for two years. The estimate spend per year will be in the region of 180 000 EUR to 200 000 EUR per annum.

II.2.2. Information about options

Options: yes

Description of options: The framework will be for two years with the option to extend subject to satisfactory performance and ongoing demand for a further maximum of two years.

Provisional timetable for recourse to these options:

in months: 24 (from the award of the contract)

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: Range: between 1 and 2

II.3. Duration of the contract or time limit for completion

Duration in months: 48 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Not applicable.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

To be agreed with the successful service provider.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

A grouping if successful must be prepared to contract as a single entity having joint and several liability.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Tenderers are asked to consult the tender document available to download from www.etenders.gov.ie

III.2.2. Economic and financial ability

List and brief description of conditions: Tenderers are asked to consult the tender document available to download from www.etenders.gov.ie

III.2.3. Technical and professional ability

List and brief description of conditions:

Tenderers are asked to consult the tender document available to download from www.etenders.gov.ie

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

4.4.2013 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: Upon expiry of the framework agreement in four years time, subject to ongoing demand.

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

VI.3. Additional information

1) Interested parties must register their interest on the eTenders web site (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties.

2) This is the sole call for competition for this service.

3) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.

- 4) Contract award will be subject to the approval of the competent authorities.
- 5) It will be a condition of award that candidates are tax compliant and are in a position to produce a valid tax clearance certificate from the Revenue Commissioners when requested.
- 6) If for any reason it is not possible to admit to the framework agreement one or more of the tenderers invited following the conclusion of this competitive process, the contracting authority reserves the right to invite the next highest scoring tenderer to join the framework agreement as appropriate.
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement at any time.
- 8) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of questionnaires with missing or incomplete information. Therefore, tenderers are advised to ensure that they return FULLY COMPLETED tenders in order to avoid the risk of elimination from the competition.

To receive more information about this tender, including any amendments and/or clarifications and to request any clarifications and/or to respond to this tender, you must register your interest to this tender on the following site: https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=62714&B=ETENDERS_SIMPLE

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: Four Courts

Town: Dublin

Postal code: 7

Country: Ireland

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

Body responsible for mediation procedures

Official name: n/a

Country: Ireland

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Consult a legal advisor

Country: Ireland

VI.5. Date of dispatch of this notice

21.2.2013