

**Ireland-Dublin: Advertising campaign services**  
**OJ S 25/2023 03/02/2023**  
**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: Office of the Ombudsman

National registration number: N/A

Postal address: 6 Earlsfort Terrace

Town: Dublin

NUTS code: IE0 Ireland

Postal code: Dublin 2

Country: Ireland

Contact person: Aidan Moore

E-mail: [aidan.moore@ombudsman.ie](mailto:aidan.moore@ombudsman.ie)

Telephone: +353 16395608

**Internet address(es):**

Main address: <https://www.ombudsman.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/464>

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

National or federal agency/office

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Media Strategy, Planning and Buying Services

Reference number: Office of the Ombudsman

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Media strategy, planning and buying services

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 400 000,00 EUR

## **II.2. Description**

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

79341400 Advertising campaign services

### **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**

Media strategy, planning and buying services

### **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 / Weighting: 5%

Quality criterion - Name: Quality & Balance of resources / Weighting: 20%

Quality criterion - Name: Reliability & Continuity / 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: [2022/S 037-095787](#)

#### **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 Strategy, Planning and Buying Services

A contract/lot is awarded: yes

### V.2. Award of contract

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

30/09/2022

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

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: Mindshare Ireland

National registration number: 307201

Postal address: 3 Christchurch Square Dublin 8

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D08 VOVE

Country: Ireland

E-mail: [bill.kinlay@mindshareworld.com](mailto:bill.kinlay@mindshareworld.com)

Telephone: +353 14150300

Internet address: <https://www.mindshareworld.com/offices>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 400 000,00 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: The High Court

Town: Dublin

Postal code: D7

Country: Ireland

### VI.5.

**Date of dispatch of this notice**

31/01/2023