

IRL-Dublin: Advertising and marketing services  
OJ S 64/2013 30/03/2013  
Contract notice  
Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: National Consumer Agency

Postal address: 4 Harcourt Road

Town: Dublin

Country: Ireland

For the attention of: Piers Brand

E-mail: [piers\\_brand@nca.ie](mailto:piers_brand@nca.ie)

Telephone: +353 14025505

Fax: +353 14025589

**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

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

### I.3. Main activity

General public services

### 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

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### II.1. Description

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

NCA Provision of Advertising - Request for Tenders for the Provision of Strategic Planning, Creative Development and Production of Advertising for the National Consumer Agency.

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

Services

Main site or place of performance: Dublin.

NUTS code IE Éire / Ireland

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

The notice involves a public contract

#### II.1.4. Information about framework agreement

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

The National Consumer Agency (NCA) wishes to contract with a supplier to provide Strategic Planning, Creative Development and Production of Advertising to assist it in the execution of its statutory functions in the area of public awareness.

The NCA is a statutory body mandated to enforce key aspects of consumer law in Ireland and to promote consumer interests by:

— carrying out consumer information and public awareness activities to fulfill two of its statutory roles:

- to promote public awareness and conduct public information campaigns for the purpose of educating and advising consumers in relation to consumer protection and welfare.

- to promote the interests of consumers of financial services by providing information on financial services, including information on the costs, risks and benefits of those services.

— providing relevant information on consumer rights and to assist consumers in buying goods and services (including personal finance products) and in dealing with consumer issues arising from those transactions.

— using research and advocacy to stimulate debate on, contribute to and influence the development of public policy measures that affect consumers' lives.

— empowering consumers through appropriate educational interventions at relevant times in their lives, including through the school system.

In October 2008, the Government announced its intention to merge the National Consumer Agency with the Competition Authority ([www.tca.ie](http://www.tca.ie)). This is expected to happen during the term of the contract.

### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services

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

The procurement is covered by the Government Procurement Agreement: no

### **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**

### **II.2.2. Information about options**

Options: no

### **II.2.3. Information about renewals**

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

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2.**

**Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

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

**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**

**III.2.2. Economic and financial ability**

**III.2.3. Technical and professional ability**

**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: no

## **Section IV: Procedure**

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**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**

Lowest price

**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**

20.5.2013 - 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**

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

### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **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**

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=64400&B=ETENDERS\\_SIMPLE](https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=64400&B=ETENDERS_SIMPLE)

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

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

#### **VI.4.2. Review procedure**

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

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

29.3.2013