

UK-Belfast: marketing services
OJ S 67/2012 05/04/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Northern Ireland Tourist Board
Postal address: St Anne's Court, 59 North Street
Town: Belfast
Postal code: BT1 1NB
Country: United Kingdom
For the attention of: Theresa Conway
E-mail: theresa.conway@dfpni.gov.uk

I.2. Type of the contracting authority

Body governed by public law

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: yes

Section II: Object of the contract

II.1. Description

II.1.1. Title

Provision of Marketing Services for Northern Ireland Tourist Board.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Northern Ireland.

NUTS code UK United Kingdom

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

II.1.4. Short description of the contract or purchase(s)

NITB wishes to appoint a design agency to design and produce the full mix of marketing and promotional services to enable NITB to:

- raise the profile of tourism,
- enhance the profile of NITB,
- promote key consumer messages,
- promote key corporate messages,
- maintain and enhance NITB's corporate identity and image,
- improve understanding of NITB's role and remit among key audiences,

— raise awareness of NITB's range of products and services, Industry Development Programme, Tourism Knowledge.

II.1.5. CPV code(s)

79342000 Marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 20
2. Quality. Weighting 80

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

Project_7937

IV.3.2. Previous publication concerning this procedure

Section V: Award of contract

Contract No: 7937

Lot title: Provision of Marketing Services for Northern Ireland Tourist Board.

V.1. Date of conclusion of the contract

27.3.2012

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: AV Browne Advertising Agency

Postal address: 46 Bedford Street

Town: Belfast

Postal code: BT2 7GH

Country: United Kingdom

E-mail: stephen.conway@avb-group.co.uk

Internet address: www.avb-group.com

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 800 000 GBP

excluding VAT

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Body responsible for mediation procedures

Official name: Clare House

Postal address: 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

2.4.2012