

Ireland-Waterford: Advertising and marketing services

OJ S 51/2018 14/03/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Waterford Institute of Technology

National registration number: N/A

Postal address: Cork Road

Town: Waterford

NUTS code: IE Éire / Ireland

Postal code: Waterford

Country: Ireland

Contact person: Procurement Officer

E-mail: procurement@wit.ie

Telephone: +353 51302744

Fax: +353 51378791

Internet address(es):Main address: <http://www.wit.ie>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/269>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=126320&B=ETENDERS_SIMPLE

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Request for tenders to Establish Single Supplier Contract for the provision of Advertising and Creative Services

Reference number: ADVSER201803

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

WIT wishes to appoint a full-service advertising agency to provide advertising and creative services to the Institute. Tenders are invited from suitably qualified, experienced and quality advertising agencies for the provision of this service to WIT for a 2-year period in accordance with the attached specifications. The contract will be subject to a 6 monthly review during its duration and may be renewed for a further 12 month period or re-advertised at the discretion of WIT.

II.1.5. Estimated total value

Value excluding VAT: 460 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Waterford Institute of technology.

II.2.4. Description of the procurement

WIT wishes to appoint a full-service advertising agency to provide advertising and creative services to the Institute. Tenders are invited from suitably qualified, experienced and quality advertising agencies for the provision of this service to WIT for a 2-year period in accordance with the attached specifications. The contract will be subject to a 6 monthly review during its duration and may be renewed for a further 12 month period or re-advertised at the discretion of WIT.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 430 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

A 12 month extension will be available subject to review. The tender will be re-advertised following this.

II.2.10.

Information about variants

Variants will be accepted: no

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

Full details available in published tender document.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:
Refer to Tender document.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Refer to tender Document.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 18/04/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 36 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 18/04/2018 Local time: 14:30

Place:

Finance office, Waterford institute of Technology.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:
2020/2021

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

All additional information available in tender Document.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Waterford Institute of Technology

Postal address: Cork Road

Town: Waterford

Postal code: X91 KOEK

Country: Ireland

E-mail: procurement@wit.ie

Telephone: +353 51302744

Internet address: www.wit.ie

VI.5. Date of dispatch of this notice

13/03/2018