

IRL-Dublin: Auditing services
OJ S 69/2013 09/04/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: An Post National Lottery Company

Postal address: Abbey Street Lower

Town: Dublin

Postal code: 1

Country: Ireland

Contact person: Procurement

For the attention of: Barbara Weafer

E-mail: barbara.weafer@lottery.ie

Telephone: +353 18364444

Fax: +353 18366034

Internet address(es):

General address of the contracting authority: <http://www.lottery.ie>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: National Lottery

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

AUG260675 - Media Audit Services.

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

Services

Service category No 27: Other services

NUTS code IE Éire / Ireland

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

The procurement involves the establishment of a framework agreement

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

The National Lottery has awarded a contract for it's ongoing requirement for Media Auditing Services. The appointed agency will be required to provide Media Auditing services across a portfolio of products that the National Lottery provides. Media Auditing activities associated with this contract include the following:

1. Conducting Media Audit reviews of TV, Press, Radio, Outdoor & Digital channels (tailored to the National specific requirements and objectives).
2. Tracking and measuring media planning and buying achievements versus agreed metrics and KPIs.
3. Providing reviews by media channel as part of each audit.
4. Conducting cost benchmarking (comparisons to a pool/panel of comparable advertisers, historical benchmarks, comparison to year on year efficiencies).
5. Presenting key findings & recommendations and identifying actions for consideration and implementation.
6. Working with the National Lottery and Media Planning & Buying Agency to ensure that agreed recommendations and actions are implemented.
7. Reviewing and benchmarking all media buying guarantees.
8. Conducting Financial Audits- reviewing and examining invoicing of the Media Planning and Buying Agency.
9. Providing Tender/Pitch Consultancy services as required.
10. Analysing media buying data, trends across specific media and the interpretation of other media data (as required).
11. Providing proactive advice and consultancy on best practice media planning, buying and auditing services.
12. Other services (as required).

II.1.5. CPV code(s)

79212000 Auditing services, 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

Value: 250 000,00 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Audit capability and excellence. Weighting 30
2. Media planning and buying contract. Weighting 15
3. Proposed personnel. Weighting 10
4. Account management. Weighting 5
5. Proposed costs. Weighting 40

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

IV.3.2. Previous publication concerning this procedure

Prior information notice

Contract notice

Notice number in the OJ S: [2011/S 164-271499](#) of 27.8.2011

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Media Audit Services

V.1. Date of conclusion of the contract

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: FLE Marsh

Postal address: 26 Frizwilliam Square

Town: Dublin

Postal code: 2

Country: Ireland

Telephone: +353 16760934

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

Total value of the procurement:

Value: 250 000,00 EUR

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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

Approximate annual value is 50000 EUR per annum excluding VAT. Total final value stated includes all possible extension options.

V.4) Information on value of contract:

Initial estimated total value of the contract:

Currency: EUR

Excluding VAT

VI.3. Procedures for review

VI.3.1. Review body

Official name: The High Court

Postal address: Chief Registrar, Four Courts, Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

E-mail: highcourtscentraloffice@courts.ie

Telephone: +353 18886000

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

VI.3.2. Review procedure

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

Official name: Contact your own legal advisor

Country: Ireland

VI.4. Date of dispatch of this notice

5.4.2013