

Ireland-Dublin: Advertising and marketing services
OJ S 69/2016 08/04/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Microfinance Ireland
National registration number: 516555
Postal address: Jefferson House, Eglinton Road, Donnybrook
Town: Dublin
Postal code: 4
Country: Ireland
For the attention of: Patrick Kilbane
Telephone: +353 12601007

Internet address(es):

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/82538>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88467&B=ETENDERS_SIMPLE

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

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

Establishment of a framework agreement in 2 lots — Media Planning and Buying Services and Marketing Services.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Dublin 4.

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)

Micro-finance Ireland intends to establish 2 single party framework agreements for: 1. Media Planning and Buying services; and 2. Marketing Services.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign 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: 150 000 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. Methodology for delivery of the service. Weighting 30
2. Technical merit of team proposed. Weighting 20
3. Effective contract management. Weighting 15
4. Reliability and continuity of supply. Weighting 5
5. Ultimate cost. Weighting 30

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

Contract notice

Notice number in the OJ S: [2015/S 100-182800](#) of 27.5.2015

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Media Planning and Buying

V.1. Date of conclusion of the contract

31.1.2016

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Mediavest

Postal address: 16 Sir John Rogerson Quay

Town: Dublin

Postal code: 2

Country: Ireland

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

Initial estimated total value of the contract/lot:

Value: 150 000 EUR

excluding VAT

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

Please note that a framework agreement has been awarded with a framework value of between 150 000 EUR and 700 000 EUR over the lifetime of the framework.

Please also note that the contracting authority cancelled Lot 2 — Marketing Services due to a change in internal strategy.

VI.3. Procedures for review

VI.3.1. Review body

Body responsible for mediation procedures

Official name: High Court, Chief Registrar

Postal address: The Four Courts

Town: Dublin

Postal code: 7

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

6.4.2016