

Ireland-Dublin: Advertising services
OJ S 70/2016 09/04/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Health Products Regulatory Authority

National registration number: N/A

Postal address: Kevin O' Malley House, Earlsfort Terrace

Town: Dublin

Postal code: 2

Country: Ireland

For the attention of: Nigel Fox

E-mail: nigel.fox@hpra.ie

Telephone: +353 16764971

Fax: +353 16614764

Internet address(es):

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/1168>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87776&B=ETENDERS_SIMPLE

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Health

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

Development and Implementation of a Public Information and Awareness Campaign.

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 2.

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 Establishment of a Single-Party Framework Agreement for the Development and Implementation of a Public Information and Awareness Campaign in respect of Health Products Safety.

II.1.5. CPV code(s)

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

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

The procurement is covered by the Government Procurement Agreement: no

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

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Charges and cost of service. Weighting 40
2. Concept design and creativity. Weighting 25
3. Methodology and strategy. Weighting 10
4. Resourcing and team. Weighting 10
5. Understanding of (1) brief and (2) target audiences. Weighting 15

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

InfoCampaign2015

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 085-153046](#) of 2.5.2015

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Strategic and Creative Advertising Services

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: CawleyNea \ TBWA
Postal address: 41a Blackberry Lane, Rathmines
Town: Dublin
Postal code: 6
Country: Ireland

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

Initial estimated total value of the contract/lot:
Value: 60 000 EUR
excluding VAT
If annual or monthly value:
Number of years: 1

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Provision of Media Planning and Buying

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Mindshare
Postal address: 3 Christchurch Square
Town: Dublin
Postal code: 8
Country: Ireland

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

Initial estimated total value of the contract/lot:
Value: 180 000 EUR
excluding VAT
If annual or monthly value:
Number of years: 1

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

VI.3. Procedures for review

VI.3.1. Review body

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

7.4.2016