

**IRL-Dublin: Public relations services**  
**OJ S 76/2013 18/04/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: National Consumer Agency  
Postal address: 4 Harcourt Road  
Town: Dublin  
Postal code: 2  
Country: Ireland  
For the attention of: Irish Buyer  
E-mail: [no.assigned.owner@eu-supply.com](mailto:no.assigned.owner@eu-supply.com)  
Telephone: +353 14025500  
Fax: +353 14025501

**Internet address(es):**

General address of the contracting authority: <http://www.nca.ie>  
Address of the buyer profile: <http://www.nca.ie>

**I.2. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**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: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

OCT400575 - Public Relation Services for the National Consumer Agency.

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

Services  
Main site or place of performance: Dublin.  
NUTS code IE Éire / Ireland

**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)**

Public Relation Services for the National Consumer Agency.

**II.1.5. CPV code(s)**

79416000 Public relations services, 79416100 Public relations management 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** excluding VAT

## **Section IV: Procedure**

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### **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. Fit with NCA's Requirements. Weighting 40
2. Costs. Weighting 30
3. Previous use of Multi Media opportunities and journalist relationship development. Weighting 25
4. Ability to meet other general service requirements. Weighting 5

#### **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**

no

## **Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Provision of Public Relation Services

### **V.1. Date of conclusion of the contract**

10.4.2013

### **V.2. Information about tenders**

Number of tenders received: 4

### **V.3. Name and address of the contractor**

Official name: MKC Communications

Postal address: The Archway, 4a Lower Pembroke Street

Town: Dublin

Postal code: Dublin 2

Country: Ireland

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

### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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### **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**

V.4) Information on value of contract  
Initial estimated total value of the contract  
Currency: EUR  
Excluding VAT  
Total final value of the contract  
Currency: EUR  
Excluding VAT

### **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**

15.4.2013