

Ireland-Dublin: Market and economic research; polling and statistics
OJ S 81/2015 25/04/2015
Contract award notice
Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Office of the Ombudsman

National registration number: N/A

Postal address: 18 Lower Leeson Street

Town: Dublin

Postal code: 2

Country: Ireland

For the attention of: Aidan Moore

E-mail: aidan.moore@ombudsman.gov.ie

Telephone: +353 16395605

Fax: +353 16395674

Internet address(es):

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/464>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=83218&B=ETENDERS_SIMPLE

I.2. Type of the contracting authority

National or federal agency/office

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

II.1. Description**II.1.1. Title**

Single Supplier Framework Agreement for the Provision of Marketing/project management /communications consultancy 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: 18 Lower Leeson Street.

NUTS code IE021 Dublin

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)

Marketing/project management/communications consultancy services to advise and assist in the planning and execution of public information advertising and media campaigns.

II.1.5. CPV code(s)

79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services, 79342300 Customer 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: 1 200 000 EUR

Including VAT. VAT rate (%) 23

Section IV: Procedure

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. Capacity to deliver on time to the deadlines required. Weighting 25
2. Understanding of the issues and tasks associated with the role. Weighting 25
3. Range of skills, educational and professional qualifications and proven experience of the personnel identified by the tenderer to carry out the project or manage the work (including any third party project staff). Weighting 20
4. Fees and proposed cost structure. Weighting 15
5. Expertise and experience. Weighting 15

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

Ombudsman marketing project

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 240-422389](#) of 12.12.2014

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: 1

V.1. Date of conclusion of the contract

27.1.2015

V.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

V.3. Name and address of the contractor

Official name: Murray Consultants Ltd

Postal address: Latin Hall

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: 1 200 000 EUR

Including VAT. VAT rate (%) 23

Total value of the procurement:

Value: 1 200 000 EUR

Including VAT. VAT rate (%) 23

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

22.4.2015