

Ireland-Dublin: Advertising and marketing services
OJ S 59/2021 25/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Raidió Teilifís Éireann (RTÉ)

National registration number: 8T50578M

Postal address: Donnybrook, Co. Dublin

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Mark Carron

E-mail: mark.carron@rte.ie

Telephone: +353 12083373

Internet address(es):

Main address: <http://www.rte.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/396>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

RTÉ Strategic Marketing Planning, Creative Development and Audio Imaging Frameworks

Reference number: 15P015

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

RTÉ invites submissions, from suitably qualified tenderers to participate in frameworks to supply marketing, strategic and creative services across three lots. The tenderers should be capable of providing services to meet the 'Specification' contained in Appendix 1.

The frameworks shall be as follows:

Lot 1 – Strategic Planning Consultancy Framework;

Lot 2 – Creative Development Framework;
Lot 3 – Audio Imaging Framework.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

II.2. Description

II.2.1. Title

Strategic Planning Consultancy Framework
Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland
Main site or place of performance: RTÉ Donnybrook, Dublin 4.

II.2.4. Description of the procurement

As per ITT Documents.

II.2.5. Award criteria

Quality criterion - Name: Company experience and track record / Weighting: 20 %
Quality criterion - Name: Key personnel and team structure / Weighting: 20 %
Quality criterion - Name: Methodology / Weighting: 12.50 %
Quality criterion - Name: Value add dimensions and innovation / Weighting: 5 %
Quality criterion - Name: Environmental impact / Weighting: 2.50 %
Price - Weighting: 30 %

II.2.11. Information about options

Options: yes
Description of options:
As per ITT.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

10 % of evaluation criteria for presentations not used.

II.2. Description

II.2.1. Title

Creative Development Framework
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Donnybrook.

II.2.4. Description of the procurement

As per ITT.

II.2.5. Award criteria

Quality criterion - Name: Company experience and track record / Weighting: 20 %

Quality criterion - Name: Key personnel and team structure / Weighting: 20 %

Quality criterion - Name: Methodology / Weighting: 12.50 %

Quality criterion - Name: Value add dimensions and innovation / Weighting: 5 %

Quality criterion - Name: Environmental impact / Weighting: 2.50 %

Price - Weighting: 30 %

II.2.11. Information about options

Options: yes

Description of options:

As per ITT

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

10 % of evaluation criteria for presentations not used.

II.2. Description

II.2.1. Title

Audio Imaging Framework

Lot No: 3

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Donnybrook.

II.2.4. Description of the procurement

As per ITT Documents.

II.2.5. Award criteria

Quality criterion - Name: Company experience and track record / Weighting: 20 %

Quality criterion - Name: Key personnel and team structure / Weighting: 20 %

Quality criterion - Name: Methodology / Weighting: 10 %

Quality criterion - Name: Value add dimensions and innovation / Weighting: 5 %

Quality criterion - Name: Environmental impact / Weighting: 5 %

Price - Weighting: 30 %

II.2.11. Information about options

Options: yes

Description of options:
As per ITT.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 127-310748](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Bricolage

National registration number: 9644340U

Postal address: Unit F Digital Court, Digital Hub, Rainsford Street
Town: Dublin
NUTS code: IE Éire / Ireland
Country: Ireland
E-mail: viv@bricolage.ie
Telephone: +353 872245941
Internet address: <http://www.bricolage.ie>
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Genesis

National registration number: 9663055F

Postal address: The Chapel, Mount St Anne's

Town: Dublin 6

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: oflannery@genesis.ie

Telephone: +353 14973400

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

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: M CCP

National registration number: 377501

Postal address: The Rear Warehouse, 30-32 Sir John Roger

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: kay@mccp.ie

Telephone: +353 16350030

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

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Saboteur Ltd
National registration number: GB 323 5370 25
Postal address: 20-30 People's Mission Hall
Town: London
NUTS code: UK United Kingdom
Postal code: E1 1EW
Country: United Kingdom
E-mail: james.o@saboteur.studio
Internet address: <http://saboteur.studio>
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/03/2021

V.2.2. Information about tenders

Number of tenders received: 23
Number of tenders received by electronic means: 23
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Superunion
National registration number: GB 241696060
Postal address: 6 Brewhouse Yard
Town: London
NUTS code: UK United Kingdom
Postal code: EC1V 4DG
Country: United Kingdom
E-mail: dominic.burnham@superunion.com
Internet address: <http://www.superunion.com>
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Lot No: 1

Title:

Strategic Planning Consultancy Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: TBWA\Dublin

National registration number: 6584272W

Postal address: 41A Blackberry Lane, Rathmines

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: paula.kelly@tbwa.com

Telephone: +353 14966920

Internet address: <http://tbwa-dublin.com>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 41 650,00 EUR / Highest offer: 173 175,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 7

Lot No: 2

Title:

Creative Development Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Bold Communcations

National registration number: IE6337094S

Postal address: Bold Studios, Lindsay Grove

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: DO9W 8W8

Country: Ireland

E-mail: rob@boldstudios.ie

Internet address: <http://https://boldstudios.ie/>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 45 500,00 EUR / Highest offer: 189 530,00 EUR taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 8

Lot No: 2

Title:

Creative Development Framework

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Daring Boys and Girls Ltd

National registration number: 473842

Postal address: Bloomfield House, Bloomfield Avenue, Portobello

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: kate.goldsmith@boysandgirls.ie

Telephone: +353 16877960

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

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 45 500,00 EUR / Highest offer: 189 530,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 9

Lot No: 2

Title:

Creative Development Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Folk Wunderman Thompson

National registration number: N/A

Postal address: 18-20 Northumberland Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: andrew.mcquillan@folkwt.ie

Telephone: +353 6651900

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 45 500,00 EUR / Highest offer: 189 530,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 10

Lot No: 2

Title:

Creative Development Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/03/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Red Bee

National registration number: GB863460516

Postal address: 201 Wood Lane

Town: London

NUTS code: UK United Kingdom

Postal code: W12 7TP

Country: United Kingdom

E-mail: holly.doherty@redbeecreative.com

Internet address: <http://www.redbeecreative.com/>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 45 500,00 EUR / Highest offer: 189 530,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 11

Lot No: 2

Title:

Creative Development Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/02/2021

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: TBWA\Dublin

National registration number: 6584272W

Postal address: 41A Blackberry Lane, Rathmines

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland
E-mail: paula.kelly@tbwa.com
Telephone: +353 14966920
Internet address: <http://tbwa-dublin.com>
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 45 500,00 EUR / Highest offer: 189 530,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 12

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Ivan Fitzpatrick

National registration number: N/A

Postal address: 11 Beechfield Avenue

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D12N 8A0

Country: Ireland

E-mail: studio@ivanfitzpatrick.com

Internet address: <http://www.ivanfitzpatrick.com>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 13

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Kick The Tyre

National registration number: IE9631607N

Postal address: Stream House, Ballycullen, Wicklow

Town: Ashford

NUTS code: IE Éire / Ireland

Postal code: A67CK10

Country: Ireland

E-mail: briancrosbyx1@gmail.com

Internet address: <http://www.wearecaravanmusic.com>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 14

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Mcasso Music Production Ltd

National registration number: GB237523269
Postal address: 32-34 Great Marlborough Street
Town: London
NUTS code: UK United Kingdom
Postal code: W1F 7JB
Country: United Kingdom
E-mail: music@mcasso.com
Telephone: +44 2077343664
Internet address: <http://https://mcasso.com/>
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 15

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: On The Sly Music Ltd
National registration number: 904517146
Postal address: 39 Great Windmill Street
Town: London
NUTS code: UK United Kingdom
Postal code: W1D7LX
Country: United Kingdom
E-mail: david@onthesly.com
Internet address: <http://onthesly.com>
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 16

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ReelWorld Productions

National registration number: 91-1-704142

Postal address: 2214 Queen Anne Ave N

Town: Seattle

NUTS code: US United States

Postal code: WA 98109

Country: United States

E-mail: anthony.gay@reelworld.com

Telephone: +44 1617680039

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 17

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/12/2020

V.2.2.

Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Symphonic

National registration number: 3212643GH

Postal address: 3, Newtownsmith, Dublin

Town: Sandycove

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: john@symphonic.ie

Telephone: +353 12147680

Internet address: <http://symphonic.ie/>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 18

Lot No: 3

Title:

Audio Imaging Framework

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received by electronic means: 23

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Wisebuddah

National registration number: 892050917

Postal address: 74 Great Titchfield Street

Town: London

NUTS code: UK United Kingdom

Postal code: W1W 7QP

Country: United Kingdom

E-mail: dom.scott@wisebuddah.com

Internet address: <http://www.wisebuddahjingles.com>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Lowest offer: 34 200,00 EUR / Highest offer: 100 500,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: The Courts Service

Postal address: 15 — 24 Phoenix Street Smithfield

Town: Dublin

Country: Ireland

VI.5. Date of dispatch of this notice

20/03/2021