

Ireland-Co. na Gaillimhe.: Marketing services
OJ S 67/2018 06/04/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair

Town: Co. na Gaillimhe.

NUTS code: IE Éire / Ireland

Postal code: Baile na hAbhann,

Country: Ireland

Contact person: Síle Bhreathnach

E-mail: sile.bhreathnach@tg4.ie

Telephone: +353 91505050

Fax: +353 91505021

Internet address(es):

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

I.4. Type of the contracting authority

Other type: Statutory Body

I.5. Main activity

Other activity: Broadcaster

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

TG4 Margaíocht / Marketing

Reference number: TG4 Margaíocht / Marketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Cuireann TG4 fáilte roimh léiriú spéise do Sheirbhísí Margaíochta a fhéachfaidh le cur chuige Margaíochta agus Cumarsáide do bhranda agus do chláracha an chainéil a neartú agus le lucht féachana a mhealladh chuig seirbhísí TG4. Is conradh 3 bliana í seo, le rogha síneadh a chuir leis an gconradh ar feadh tréimhse suas le 2 bhliain.

TG4 wishes to invite suitably qualified professional applicants to partake in an Invitation to Dialogue (ITD) and submit an Expression of Interest in respect of the provision of Marketing Services (Seirbhísí Margaíochta). The service will support marketing and communication for both TG4's brand and programmes, and help drive awareness of and viewership to TG4 services. The term of this contract is for three (3) years with an option to extend for a further two (2) years.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 109 922,00 EUR

II.2. Description

II.2.1. Title

Strategic Marketing Advice and Creative Communication

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

— Strategic Marketing advice: Provide insights to improve and grow our audience. Regular review of TG4's communication campaigns and digital media channels,
— creative Communication: Build our media brand by raising the awareness and perception of TG4 (increase mindshare) and by driving engagement with our content (increase viewers).

II.2.5. Award criteria

Quality criterion - Name: Quality: Demonstration of Integrated approach to communications planning / Weighting: 25

Quality criterion - Name: Experience: Cross media: traditional media / Digital / Social media / Weighting: 25

Quality criterion - Name: Expertise and approach to Performance Review and Insights / Weighting: 10

Quality criterion - Name: Understanding of TG4's communication channels and audiences / Weighting: 20

Price - Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Media Planning and Buying
Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79340000 Advertising and marketing services, 79342100 Direct marketing services, 79413000
Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

— Media Planning and Buying that will promote TG4 programming across Media in a measurable and targeted way.

II.2.5. Award criteria

Quality criterion - Name: Quality: Understanding of TG4 strategy requirements, audience focus and creative solution to this remit / Weighting: 25

Quality criterion - Name: Quality: Proposal on specific TG4 creative brief given / Weighting: 25

Quality criterion - Name: Experience: Creative solutions for other clients / Weighting: 10

Quality criterion - Name: Collaboration: Agency approach to combining in-house resources with agency skills and expertise. / Weighting: 20

Price - Weighting: 20

II.2.11. Information about options

Options: no

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

Competitive dialogue

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

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 234-486438](#)

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 Marketing Advice and Creative Communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2018

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Publicis Dublin

Postal address: 4th Floor, The observatory, 7-11 Sir John Rogersons Quay, Dublin 2

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: padraig.burns@publicis.ie

Telephone: +353 16499500

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 109 922,00 EUR

Total value of the contract/lot: 109 922,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Media Planning and Buying

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2018

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Publicis Dublin

Postal address: 4th Floor, The observatory, 7-11 Sir John Rogersons Quay, Dublin 2

Town: Dublin

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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: TG4

Postal address: Baile na hAbhann

Town: Co. Galway

Postal code: H91 X4T0

Country: Ireland

E-mail: sile.bhreachnach@tg4.ie

Telephone: +353 91505050

VI.5. Date of dispatch of this notice

04/04/2018