

Ireland-Dublin: Advertising services
OJ S 85/2015 02/05/2015
Contract notice
Services

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

I.1. Name and addresses

Official name: Health Products Regulatory Authority

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=87775&B=ETENDERS_SIMPLE

Electronic submission of tenders and requests to participate: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87775&B=ETENDERS_SIMPLE

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

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 attributed to the contract by the contracting authority**

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 2

Duration of the framework agreement

Duration in years: 4

II.1.5. 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.1.6. CPV code(s)

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

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Lot 1: Strategic and Creative Advertising Services

Lot 2: Media Planning and Buying Services.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 048 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Strategic and Creative Advertising Services

1) Short description

Development of an overall communications strategy for the HPRA based on a clear understanding of the audience types and behaviours.

Development of all advertising materials on behalf of the HPRA to include, but not limited to, radio scripts, print advertising, digital advertising.

2) CPV code(s)

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

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Media Planning and Buying Services

1) Short description

Development of a media strategy based on an understanding of audience media behaviours and insights.

Buying of media on behalf of the HPRa to include, but not limited to radio, press, outdoor and digital channels.

2) CPV code(s)

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

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 4: and Maximum number 5

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be 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

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

5.6.2015 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English. Irish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

29.4.2015