

Ireland-Dublin: Advertising and marketing services

OJ S 100/2015 27/05/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Microfinance Ireland

National registration number: 516555

Postal address: Jefferson House, Eglinton Road, Donnybrook

Town: Dublin

Postal code: 4

Country: Ireland

For the attention of: Patrick Kilbane

E-mail: info@achilles.ie

Telephone: +353 12601007

Internet address(es):

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/82538>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88466&B=ETENDERS_SIMPLE

Electronic submission of tenders and requests to participate: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88466&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: Official name: Achilles Procurement Services

Postal address: 1 Harmsworth, Greenmount Office Park, Harold's Cross

Town: Dublin

Postal code: 6W

Country: Ireland

For the attention of: Edel Quinn

E-mail: info@achilles.ie

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

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

Establishment of a framework agreement in 2 lots — Media Planning and Buying services and Marketing 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: Dublin 4.

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: 3

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 800 000 and 1 000 000 EUR

II.1.5. Short description of the contract or purchase(s)

Microfinance Ireland intends to establish 2 single party framework agreements for:

1. Media Planning and Buying services and

2. Marketing Services.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400

Advertising campaign services, 79342000 Marketing services

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

The procurement is covered by the Government Procurement Agreement: yes

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

The 2 single party framework agreements for Media Planning and buying/Marketing Services.

The duration of the agreement will be 4 years.

Estimated value excluding VAT: 800 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

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: Media Planning and Buying Services

1) Short description

The Successful Agency will be required to provide professional services to Microfinance Ireland capable of the following:

- Understanding target audiences in all target areas;
- Advising on best way to target potential investors;
- Recommending media strategies to optimise and refine the spend;
- Purchasing media space on behalf of Microfinance Ireland;
- Shaping Media strategies and co-ordinating best practice across all areas.

2) CPV code(s)

79342000 Marketing services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services

3) Quantity or scope

Microfinance intends to establish 2 single party framework agreements for:

1. Media Buying and Planning Services and
2. Marketing Services.

Estimated value excluding VAT:

Range: between 150 000 and 700 000 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Marketing Services

1) Short description

The Service Provider will be required to support the continued growth and promotion of Microfinance Ireland through the provision of strategic marketing and operational support services.

2) CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79342000 Marketing services

3) Quantity or scope

Microfinance Ireland intends to establish 2 single party framework agreements as follows:

1. Media Buying and Planning Services and
2. Marketing Services.

Estimated value excluding VAT:

Range: between 50 000 and 300 000 EUR

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

None.

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

To be agreed at time of establishing the framework agreement.

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

A grouping, if successful, may be required to contract as a single entity having joint and several liability but subject to the agreement of the contracting parties. If it is proposed to sub contract the delivery of any portion of the initial contract or any subsequent contract under the framework, it may be a condition of award of contract that both the service provider and any proposed sub contractor enter simultaneously into a collateral warranty with the contracting authority for the relevant portion of that contract.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of 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

List and brief description of conditions: Please see qualification questionnaire available to download from www.etenders.gov.ie using RFT ID 95494.

III.2.2. Economic and financial ability

List and brief description of conditions: Please see qualification questionnaire available to download from www.etenders.gov.ie RFT ID 95494.

III.2.3. Technical and professional ability

List and brief description of conditions:

Please see qualification questionnaire available to download from www.etenders.gov.ie RFT ID 95494.

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: yes

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 number of candidates: 5

Objective criteria for choosing the limited number of candidates: Following evaluation, it is anticipated that at least the top 5 applicants will be invited to tender in each lot, subject to that number qualifying.

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

IV.3.2. Previous publication concerning this procedure

no

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

Time limit for receipt of requests for documents or for accessing documents: 15.6.2015 - 15:00

Payable documents: no

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

22.6.2015 - 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.

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

1. Interested Parties must register their interest on the eTender website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties.
2. The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.
3. If for any reason it is not possible to admit to the framework agreement one or more of the tenderers invited following the conclusion of this competitive process, the contracting authority reserves the right to invite the next highest scoring tenderer to join the framework agreement as appropriate.
4. At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement at any time.
4. Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of questionnaires with missing or incomplete information. Therefore, candidates are advised to ensure that they return Fully Completed questionnaires in order to avoid the risk of elimination from the competition.

VI.4. Procedures for review

VI.4.1. Review body

Body responsible for mediation procedures

Official name: High Court, Chief Registrar
Postal address: The Four Courts
Town: Dublin
Postal code: 7

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

22.5.2015