

Ireland-Dublin: Advertising and marketing services

OJ S 62/2023 28/03/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: National Transport Authority

National registration number: 0000

Postal address: Dun Sceine, Iveagh Court Harcourt Lane, D02WT20

Town: Dublin

NUTS code: IE061 Dublin

Postal code: Dublin

Country: Ireland

Contact person: Ted O'Brien

E-mail: ted.obrien@nationaltransport.ie

Telephone: +353 18798300

Internet address(es):Main address: <https://www.nationaltransport.ie/>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1149>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237824&B=ETENDERS_SIMPLE[PID=237824&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237824&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237824&B=ETENDERS_SIMPLE

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

I.4. Type of the contracting authority

Other type: Transport

I.5. Main activity

Other activity: Transport

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Provision of Media Strategy, Planning and Buying Services

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Authority wishes to appoint a suitably qualified service provider for the provision of Media Strategy, Planning, Buying and Reporting services to support its activities. The Contracting Authority's requirements may include the following:

Develop strategic media plans, choosing the most effective and cost efficient advertising media by possessing extensive knowledge of both traditional and digital media.

Tenderers shall note that all Services required under the proposed Contract shall be drawn down at the absolute discretion of the Authority and are dependent on the changing needs of the Authority.

II.1.5. Estimated total value

Value excluding VAT: 8 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: IE0 Ireland

II.2.4. Description of the procurement

The Authority wishes to appoint a suitably qualified service provider for the provision of Media Strategy, Planning, Buying and Reporting services to support its activities. The Contracting Authority's requirements may include the following:

Develop strategic media plans, choosing the most effective and cost efficient advertising media by possessing extensive knowledge of both traditional and digital media.

Tenderers shall note that all Services required under the proposed Contract shall be drawn down at the absolute discretion of the Authority and are dependent on the changing needs of the Authority.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 8 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The Contract may be renewed for a period or periods of up to a maximum of one (1) year after the end of the third year. The extension of the Contract shall be at the full discretion of the Authority and will be dependent on service requirements, performance and continued funding availability.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

As set out in the procurement documents

III.1.2. Economic and financial standing

List and brief description of selection criteria:

As set out in the procurement documents

III.1.3. Technical and professional ability

List and brief description of selection criteria:

As set out in the procurement documents

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 28/04/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 27/10/2023

IV.2.7. Conditions for opening of tenders

Date: 28/04/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court of Ireland

Postal address: Four Courts, Ground Floor (East Wing), Inns Quay

Town: Dublin

Postal code: D7

Country: Ireland

E-mail: highcourtcentraloffice@courts.ie

Telephone: +353 18886000

Fax: +353 18886125

Internet address: <https://www.courts.ie>

VI.5. Date of dispatch of this notice

23/03/2023