

**Ireland-Dublin: Public relations services**  
**OJ S 62/2023 28/03/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Bord Bia (Irish Food Board)

National registration number: N/A

Postal address: 140 Pembroke Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Ballsbridge

Country: Ireland

Contact person: Jonathan Hill

E-mail: [jonathan.hill@bordbia.ie](mailto:jonathan.hill@bordbia.ie)

Telephone: +353 16143651

**Internet address(es):**

Main address: [www.bordbia.ie](http://www.bordbia.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/432>

**I.4. Type of the contracting authority**

Other type: Bord Bia - Irish Food Board

**I.5. Main activity**

Other activity: Food Promotion

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**Section II: Object**

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

**II.1.1. Title**

Communications & PR Support

Reference number: JH/CPRS/02/2022

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Communications & PR Support

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 450 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Corporate Communications

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services, 79416200 Public relations consultancy services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

### **II.2.4. Description of the procurement**

Corporate Communications

### **II.2.5. Award criteria**

Price

### **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**

Quality Mark meat, eggs and Irish seafood communications

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services, 79416200 Public relations consultancy services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

### **II.2.4. Description of the procurement**

Quality Mark meat, eggs and Irish seafood communications

### **II.2.5. Award criteria**

Price

### **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**

Amenity and edible horticulture communications  
Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services, 79416200 Public relations consultancy services

##### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland  
Main site or place of performance: Ireland

##### **II.2.4. Description of the procurement**

Amenity and edible horticulture communications

##### **II.2.5. Award criteria**

Price

### **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**

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### **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: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 040-103103](#)

#### **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

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**Contract No:** 1

**Title:**

Corporate Communications

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/03/2023

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

#### V.2.3. Name and address of the contractor

Official name: Murray Consultants Ltd

National registration number: 6360709m

Postal address: 40 Lower Baggot Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: [pwalsh@murraygroup.ie](mailto:pwalsh@murraygroup.ie)

Telephone: +353 872269345

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 450 000,00 EUR

Total value of the contract/lot: 450 000,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 2

**Title:**

Quality Mark meat, eggs and Irish seafood communications

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/03/2023

#### V.2.2.

**Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

**V.2.3. Name and address of the contractor**

Official name: Murray Consultants Ltd

National registration number: 6360709m

Postal address: 40 Lower Baggot Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: [pwalsh@murraygroup.ie](mailto:pwalsh@murraygroup.ie)

Telephone: +353 872269345

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

The contractor is an SME: yes

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

Total value of the contract/lot: 450 000,00 EUR

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

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**Contract No:** 3

**Title:**

Amenity and edible horticulture communications

A contract/lot is awarded: yes

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

01/03/2023

**V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

**V.2.3. Name and address of the contractor**

Official name: &Smyth Creative Communications Ltd.

National registration number: IE 3545378vh

Postal address: Spade Enterprise Centre, North King Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin 15

Country: Ireland

E-mail: [gemma@andsmyth.ie](mailto:gemma@andsmyth.ie)

Telephone: +353 16174856

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 450 000,00 EUR

Total value of the contract/lot: 450 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The High Court

Postal address: Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

**VI.5. Date of dispatch of this notice**

23/03/2023