

Ireland-Baile na hAbhann: Marketing services

OJ S 75/2021 19/04/2021

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, Co. na Gaillimhe

Town: Baile na hAbhann

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Sile 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**

Body governed by public law

I.5. Main activity

Other activity: Broadcaster

Section II: Object

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

Marketing and Communication Services

Reference number: TG4 Marketing & Communication

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The contracting authority proposes to engage in a competitive process for the establishment of a contract for the channel's marketing and communication services, with the purpose of driving awareness and viewership to TG4's channels. The purpose of our Marketing effort is to communicate TG4's brand and content, to raise awareness amongst both the community of

Irish speakers and the majority of the population of the country who have an affinity with the language and who recognise its distinctiveness and fundamental importance as part of their culture.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 146 025,00 EUR

II.2. Description

II.2.1. Title

Marketing and Creative Services
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).
- create an annual brand campaign to deliver an impactful brand awareness message for TG4 across the year.
- a seasonal programme or schedule campaign using the conceptual, copywriting, and targeted messaging skills of the creative agency, to direct seasonal communication message across TG4's owned, social and PR platforms.

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

Media Planning and Buying Services
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

- provide a media planning and buying service that will promote TG4 programming across Media in a measurable and targeted way. The delivery of the service should consider:
 - (a) an integrated approach to communications planning across all Marketing campaigns, including Creative Advertising, PR, Digital and Social Media;
 - (b) establish a collaborative working relationship between client and agency which combines the Content Creation and Design resources available in-house in TG4 with the conceptual, copywriting, targeted messaging skills of the creative agency;
 - (c) ensure Advertising spend is maximised and effectively targeted.

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

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

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

The procurement involves the establishment of a framework agreement

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: [2020/S 207-504077](#)

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

Title:

Marketing and Creative Services

A contract/lot is awarded: yes

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

23/02/2021

V.2.2. Information about tenders

Number of tenders received: 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: The Tenth Man Ltd

National registration number: 3511505KH

Postal address: 11 Camden Street Lower

Town: Dublin 2

NUTS code: IE042 West

Country: Ireland

E-mail: ken@thetenthman.com

Internet address: <http://www.thetenthman.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 146 025,00 EUR

Lowest offer: 109 800,00 EUR / Highest offer: 146 025,00 EUR taken into consideration

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

Contract No: 2**Title:**

Media Planning and Buying Services

A contract/lot is awarded: yes

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

23/02/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

National registration number: IE9F58703G

Postal address: The Observatory, 7-11 Sir John Rogerson's Quay
Town: Dublin 2
NUTS code: IE042 West
Country: Ireland
E-mail: jimmy.murphy@publicis.ie
Telephone: +353 868096480
Internet address: <http://www.publicis.ie>
The contractor is an SME: yes

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

Lowest offer: 19 800,00 EUR / Highest offer: 19 800,00 EUR taken into consideration

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
Town: Co. Galway
Country: Ireland
E-mail: sile.bhreathnach@tg4.ie

VI.5. Date of dispatch of this notice

14/04/2021