

Ireland-Limerick: Marketing management consultancy services
OJ S 65/2023 31/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Limerick City and County Council

National registration number: 3267368TH

Postal address: Merchant's Quay

Town: Limerick

NUTS code: IE051 Mid-West

Postal code: Co.Limerick

Country: Ireland

Contact person: Donn O'Sullivan

E-mail: donn.osullivan@limerick.ie

Telephone: +353 61556000

Internet address(es):

Main address: www.limerick.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/103432>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Strategic and Creative RFT 2023 Limerick City and County Council

Reference number: 226451

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Limerick City and County Council (LCCC) invites tenders from suitably qualified and experienced consultants for the establishment of a single party framework agreement for the provision of Strategic and Creative Services. The successful tenderer will be required to develop a two-year strategy and creative architecture, in line with the Draft Brand Limerick

Strategy & Action Plan (2021 – 2024), which incorporates targeted marketing and promotional campaign concept development and the production of supporting assets that clearly communicate the unique offering of the Limerick brand across its four core propositions of invest, visit, living and study. The successful tenderer will support LCCC in managing the planning, coordination and delivery of marketing activities to promote and position Limerick as an international destination of choice for investment, tourism, education and living.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: IE051 Mid-West

II.2.4. Description of the procurement

Limerick City and County Council (LCCC) invites tenders from suitably qualified and experienced consultants for the establishment of a single party framework agreement for the provision of Strategic and Creative Services. The successful tenderer will be required to develop a two-year strategy and creative architecture, in line with the Draft Brand Limerick Strategy & Action Plan (2021 – 2024), which incorporates targeted marketing and promotional campaign concept development and the production of supporting assets that clearly communicate the unique offering of the Limerick brand across its four core propositions of invest, visit, living and study. The successful tenderer will support LCCC in managing the planning, coordination and delivery of marketing activities to promote and position Limerick as an international destination of choice for investment, tourism, education and living. The successful tenderer will provide best practice experience, combined with market intelligence, data modelling and segmentation strategies to produce the most effective strategic support and guidance to LCCC in the implementation of Brand Limerick campaigns and initiatives. The successful tenderer will be required to integrate best practice, channel choice selection and messaging and to collaborate with LCCC to develop creative concept approaches, incorporating our brand voice, values and standards to achieve desired outcomes with persuasive copy and engaging and efficient designs. LCCC collaborates with key local, national and international institutions and agencies across each of our four core propositions, so the successful contractor should also seek to leverage the work of agencies such as IDA Ireland, Enterprise Ireland, Tourism Ireland, Fáilte Ireland and Limerick's educational institutes in a way which both complements their work and supports them in promoting Limerick to all of its key target audiences.

II.2.5. Award criteria

Quality criterion - Name: Reliability and Continuity of Supply / Weighting: 5%

Quality criterion - Name: Qualifications, experience and technical merit of Human resources offered / Weighting: 40%

Quality criterion - Name: Detailed Services Proposal / Weighting: 15%
Price - Weighting: 40%

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

Open 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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 207-591526](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Contract No: 1

Title:

Strategic and Creative RFT 2023 Limerick City and County Council

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3.

Name and address of the contractor

Official name: M&C Saatchi (UK) Limited

Town: London

NUTS code: UK United Kingdom

Postal code: W1F 9EE

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 600 000,00 EUR

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: Limerick City and County Council

Postal address: Merchant's Quay

Town: Limerick

Postal code: V94 EH90

Country: Ireland

E-mail: marketing@limerick.ie

Internet address: www.limerick.ie/council

VI.5. Date of dispatch of this notice

28/03/2023