

Ireland-Dublin: Advertising and marketing services
OJ S 66/2023 03/04/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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: Mark Kedney

E-mail: Procurement@bordbia.ie

Telephone: +353 16142281

Internet address(es):

Main address: <https://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: Bord Bia- Irish Food Board

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

ITT for Media Buying Services

Reference number: MK/MBPS/10/22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Invitation To Tender for the provision of Media Buying and Planning Services

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 22 500 000,00 EUR

II.2. Description

II.2.1. Title

Domestic Media Buying Services

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

Domestic Media Buying Services

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

International Media Buying Services

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

International Media Buying Services

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

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 210-602943](#)

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:

Domestic Media Buying Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/02/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 1

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: Mindshare Media Ireland Ltd

National registration number: IE6327201K

Postal address: 3 Christchurch Square, Christchurch, Dublin 8, D08 VOVE

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: ken.nolan@mindshareworld.com

Telephone: +353 14150300

Fax: +353 14150333

Internet address: <http://www.mindshare.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: 12 500 000,00 EUR

Total value of the contract/lot: 12 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

International Media Buying Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/03/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 2

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: Mindshare Media Ireland Ltd

National registration number: IE6327201K

Postal address: 3 Christchurch Square, Christchurch, Dublin 8, D08 VOVE

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: ken.nolan@mindshareworld.com

Telephone: +353 14150300

Fax: +353 14150333

Internet address: <http://www.mindshare.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: 10 000 000,00 EUR

Total value of the contract/lot: 10 000 000,00 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: The High Court

Postal address: Inns Quay

Town: Dublin

Postal code: 1

Country: Ireland

VI.5. Date of dispatch of this notice

29/03/2023