

Ireland-Dublin: Advertising services
OJ S 66/2023 03/04/2023
Contract notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: An Post

National registration number: N/A

Postal address: General Post Office

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: O'Connell Street

Country: Ireland

Contact person: AISLING OBRIEN

E-mail: aisling.obrienprocurement@anpost.ie

Telephone: +353 17057000

Internet address(es):

Main address: <http://www.anpost.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/391>

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=238296&B=ETENDERS_SIMPLE

[PID=238296&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238296&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=238296&B=ETENDERS_SIMPLE

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

I.6. Main activity

Postal services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Communications Support

Reference number: 2239

II.1.2. Main CPV code

79341000 Advertising services

II.1.3.

Type of contract

Services

II.1.4. Short description

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

II.1.5. Estimated total value

Value excluding VAT: 1,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Through the Line Strategy & Creative Services – B2C

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin

II.2.4. Description of the procurement

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

Creative services include:

- Brand Strategy, planning, creative development and production services
- Development of campaigns (offline and online) for various An Post (including certain of its subsidiaries and associated companies) products and services.

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: 1,00 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:

Option to extend by up to four (4) years

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

II.2. Description

II.2.1. Title

Through the Line Strategy & Creative Services – B2B
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services,
79342000 Marketing services, 79342100 Direct marketing services

II.2.3. Place of performance

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

II.2.4. Description of the procurement

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

Creative services include:

- Brand strategy, planning, creative development and production services
- Development of campaigns (offline and online) for various An Post Commerce (including certain of its subsidiaries and associated companies) products and services.

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: 1,00 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:

Option to extend for up to four (4) years

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.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

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: 02/05/2023 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, Irish

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

Postal address: Four Courts, Inns Quay,

Town: Dublin

Postal code: Dublin 7

Country: Ireland

VI.4.2. Body responsible for mediation procedures

Official name: High Court

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Country: Ireland

VI.4.4. Service from which information about the review procedure may be obtained

Official name: High Court

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Country: Ireland

VI.5. Date of dispatch of this notice

29/03/2023