

**Ireland-Dublin: Business and management consultancy and related services**

OJ S 68/2023 05/04/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Commission for Communications Regulation (ComReg),

National registration number: 9614619A

Postal address: One Dockland Central, Guild Street, Dublin 1, Ireland, D01 E4X0

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D01 E4X0

Country: Ireland

Contact person: Karen Cumiskey

E-mail: [karen.cumiskey@comreg.ie](mailto:karen.cumiskey@comreg.ie)

Telephone: +353 18049600

Fax: +353 18049665

**Internet address(es):**Main address: <https://www.comreg.ie/>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/559>**I.4. Type of the contracting authority**

Other type: Public Body

**I.5. Main activity**

Other activity: regulation of the electronic communications sector

**Section II: Object**

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

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

Reference number: ComReg T09419

**II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

ComReg has identified that it will require external advisory/consultancy support in in the areas of:

- Strategic Communications Services;
- Content Development Services;
- Digital Marketing Services; and
- Direct and Traditional Marketing Services.

In broad terms, strategic communications services are required when developing a consumer engagement strategy and content development, direct marketing and digital marketing services are required to execute the strategy.

For Full details and in order to complete a tender application, please refer to all procurement documentation published with this RFT Contract Notice.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 2 000 000,00 EUR

### **II.2. Description**

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

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79410000 Business and management consultancy services

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

NUTS code: IE Éire / Ireland

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

ComReg has identified that it will require external advisory/consultancy support in in the areas of:

- Strategic Communications Services;
- Content Development Services;
- Digital Marketing Services; and
- Direct and Traditional Marketing Services.

In broad terms, strategic communications services are required when developing a consumer engagement strategy and content development, direct marketing and digital marketing services are required to execute the strategy.

For Full details and in order to complete a tender application, please refer to all procurement documentation published with this RFT Contract Notice.

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

Quality criterion - Name: Key personnel / Weighting: 70

Price - Weighting: 30

#### **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**

Please refer to procurement documentation for full details including ComReg estimates expenditure on the Services to be covered by the proposed Framework Agreements may amount to €500,000 per annum (excl. VAT). Please see 1.5 of RFT (the initial Term of FWA)

and 1.6 where ComReg reserves the right to extend. Hence estimated value of FWA over four year period may amount to €2M (11.2.6)

## 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

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 230-664279](#)

#### 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:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: (5CRE12) Creed

National registration number: 1927844I

Postal address: 22 Temple Lane South, Temple Bar

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [tim@thecreed.ie](mailto:tim@thecreed.ie)

Telephone: +353 871709892

Internet address: <http://thecreed.ie>

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 2**

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: 360, A FINN Partners Company

National registration number: 9794855V

Postal address: 50 Upper Mount Street

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [nuala.ryan@finnpartners.com](mailto:nuala.ryan@finnpartners.com)

Telephone: +353 834212733

Internet address: <http://weare360.ie>

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 3**

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: bigO

National registration number: IE 9668130S

Postal address: 9 Mount Street Crescent

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [vanessa@bigo.ie](mailto:vanessa@bigo.ie)

Telephone: +353 15312555

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

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 4

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: indiepics

National registration number: IE4559325i

Postal address: 22 Fitzwilliam Street Upper

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [diarmaid.m@indiepics.ie](mailto:diarmaid.m@indiepics.ie)  
Telephone: +353 17088154  
Internet address: <http://www.indiepics.ie>  
The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 5**

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: Kick Communications

National registration number: 6412130M

Postal address: Gilford Hall, 13 Gilford Road, Sandymount

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D04TY84

Country: Ireland

E-mail: [john@kickdublin.ie](mailto:john@kickdublin.ie)

Telephone: +353 12602091

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

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 6**

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: Marketing Network

National registration number: IE4805574A

Postal address: Marketing Network House, Argyle Sq, Donnybrook

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [padraig.smith@marketingnetwork.ie](mailto:padraig.smith@marketingnetwork.ie)

Telephone: +353 16627111

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

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No: 7**

### **Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: RichardsDee

National registration number: IE9701691R

Postal address: 32 O'Connell Street Lower, Dub  
Town: Dublin  
NUTS code: IE Éire / Ireland  
Country: Ireland  
E-mail: [simon@richardsdee.com](mailto:simon@richardsdee.com)  
Telephone: +353 16624472  
The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 8

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: TBWA\Dublin

National registration number: 6584272W

Postal address: 41A Blackberry Lane

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [paula.kelly@tbwa.com](mailto:paula.kelly@tbwa.com)

Telephone: +353 14966920

Internet address: <http://tbwa-dublin.com>

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 9

**Title:**

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

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: 9

Number of tenders received by electronic means: 9

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

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

Official name: ZOO Digital

National registration number: IE9686463B

Postal address: Floor 1 Portview House, Thorncastle Street, D04V9Y9

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [colin@zoodigital.ie](mailto:colin@zoodigital.ie)

Telephone: +353 15250951

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

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

Please refer to the Contract Notice and Procurement Documentation uploaded to <https://www.etenders.gov.ie/> RFT 228599 for all details.

This Award Notice concerns the establishment of the Framework Agreement. Drawdown of Call off contracts will be arranged as per the the rules set out in the Framework. The initial term of the Framework is two years with option to extend up to further two years, as set out in RFT Procurement Document.

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: The High Court of Ireland

Town: Dublin

Country: Ireland

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Please refer to your own legal advice.

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

31/03/2023