

Ireland-Galway: Advertising and marketing services
OJ S 88/2020 06/05/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Irish Water Safety

National registration number: 9595115S

Postal address: The Long Walk

Town: Galway

NUTS code: IE0 Ireland

Country: Ireland

Contact person: Roger Sweeney

E-mail: rogersweeney@iws.ie

Internet address(es):

Main address: www.watersafety.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/519>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Public order and safety

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Water Safety Promotion Campaign

Reference number: IWS0120

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Water Safety Ireland, a statutory body, a voluntary organisation and a registered charity established to promote drowning prevention water safety initiatives in Ireland wishes to invite tenders for the supply of services that will develop and raise public awareness of drowning

prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety. The tender will involve the development of the associated creative, production and broadcast elements.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 340 000,00 EUR

II.2. Description

II.2.1. Title

Creative
Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To Include all creative concepts, creative direction, art direction, graphic design, copywriting and project management across all campaigns:

- (a) complete redevelopment of Water Safety Ireland's 'Junior Aquatics Water Safety' (JAWS) programme, direct mail and sept launch;
- (b) pre summer school's campaign;
- (c) PR material for confs;
- (d) NWSAW campaign (June 15 – 23);
- (e) summer campaign;
- (f) winter campaign;
- (g) drownings abroad campaign.

II.2.5. Award criteria

Quality criterion - Name: Relevance / Weighting: 20
Quality criterion - Name: Experience / Weighting: 30
Quality criterion - Name: Innovation / Weighting: 10
Quality criterion - Name: Feasibility / Weighting: 30
Quality criterion - Name: Skills and resources / Weighting: 10
Price - Weighting: PASS/FAIL

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

Production

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

All print, radio production, film production and digital asset production:

Must cover all production costs for all media across all campaigns including but not limited to:

- radio production: voice talent, music licensing and studio hire;
- video production: filming, editing, animation, motion graphics, talent fees, music licensing;
- print production: print management, all print costs, including direct mail, print fulfilment and data handling;
- digital production: build of all digital assets, animated digital ads, social image posts;
- photography: still photography, talent fees, licensing;
- stock photography/video: purchasing and/or production of any required stock imagery or video;
- image retouching: any post production work required.

II.2.5. Award criteria

Quality criterion - Name: Relevance / Weighting: 20

Quality criterion - Name: Experience / Weighting: 30

Quality criterion - Name: Innovation / Weighting: 10

Quality criterion - Name: Feasibility / Weighting: 30

Quality criterion - Name: Skills and resources / Weighting: 10

Price - Weighting: PASS/FAIL

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

Digital Advertising

Lot No: 3

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

General:

Provide digital marketing expertise and consultancy services to Water Safety Ireland.

Leverage the various options in online advertising to maximise exposure for WSI to the right target audience, within the allocated budgets.

Detail:

Google ads search: set up and manage search campaigns in a paid Google ads account and Google Grants (free account).

Display/YouTube: set up and manage Google Display Network Display and YouTube campaigns.

Social media ads: set up and manage social media advertising campaigns.

II.2.5. Award criteria

Quality criterion - Name: Relevance / Weighting: 20

Quality criterion - Name: Experience / Weighting: 30

Quality criterion - Name: Innovation / Weighting: 10

Quality criterion - Name: Feasibility / Weighting: 30

Quality criterion - Name: Skills and resources / Weighting: 10

Price - Weighting: PASS/FAIL

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

Lot No: 4

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

To supply the broadcast elements that will promote a public awareness of drowning prevention initiatives and help change the culture, attitudes and behaviours at our aquatic environments so that they are enjoyed with confidence and safety. Elements include the planning and purchasing of media space through a suite of broadcast platforms including but not limited to TV, Radio, OOH, Press and Direct Mail.

II.2.5. Award criteria

Quality criterion - Name: Relevance / Weighting: 20

Quality criterion - Name: Experience / Weighting: 30

Quality criterion - Name: Innovation / Weighting: 10

Quality criterion - Name: Feasibility / Weighting: 30

Quality criterion - Name: Skills and resources / Weighting: 10

Price - Weighting: PASS/FAIL

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 022-048718](#)

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:

Creative

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/04/2020

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: Watson Creative Ltd

National registration number: 3371541NH

Postal address: Suite 3, Kilcolgan Business Center

Town: Kilcolgan
NUTS code: IE Éire / Ireland
Postal code: Galway
Country: Ireland
E-mail: john@watsoncreative.ie
Telephone: +353 91776726
Internet address: <http://www.watsoncreative.ie>
The contractor is an SME: yes

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

Total value of the contract/lot: 33 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

Production

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/04/2020

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: Watson Creative Ltd

National registration number: 3371541NH

Postal address: Suite 3, Kilcolgan Business Center

Town: Kilcolgan

NUTS code: IE Éire / Ireland

Postal code: Galway

Country: Ireland

E-mail: john@watsoncreative.ie

Telephone: +353 91776726

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

The contractor is an SME: yes

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

Total value of the contract/lot: 61 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Title:

Digital advertising

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/04/2020

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: Buckley DME Ltd. T/A Digital Marketing Expert

National registration number: 3636271JH

Postal address: 16 Ashdale Gardens, Terenure

Town: Dublin 6W

NUTS code: IE Éire / Ireland

Postal code: D6W YW84

Country: Ireland

E-mail: info@digitalmarketingexpert.ie

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

The contractor is an SME: yes

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

Total value of the contract/lot: 41 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Title:

Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/04/2020

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: The Media Farm

National registration number: IE7545361K
Postal address: Hardwood, Killoran
Town: Ballinasloe
NUTS code: IE Éire / Ireland
Postal code: Galway
Country: Ireland
E-mail: cathal@onthemediafarm.com
The contractor is an SME: yes

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

Total value of the contract/lot: 205 000,00 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: Water Safety Ireland
Postal address: The Long Walk
Town: Galway
Postal code: H91 F602
Country: Ireland
E-mail: rogersweeney@iws.ie
Internet address: www.watersafety.ie

VI.5. Date of dispatch of this notice

01/05/2020