

Ireland-Dublin: Market research services
OJ S 82/2021 28/04/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Raidió Teilifís Éireann (RTÉ)

National registration number: 8T50578M

Postal address: Donnybrook, Co. Dublin

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Mark Carron

E-mail: mark.carron@rte.ie

Telephone: +353 12083373

Internet address(es):

Main address: <http://www.rte.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/396>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Market Research Multi Party Framework

Reference number: 20P029

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

RTÉ's mission is to enrich Irish life with content that challenges, educates and entertains. Central to this purpose is a relentless focus on the audience as RTÉ's primary stakeholders and reason for being. Audience needs and behaviours, now and into the future will inform decision making to ensure that RTÉ continues to deliver relevant, quality and valued content and services, RTÉ is seeking to set up a framework of suppliers for market research services

to facilitate our understanding of our audiences and enable optimum performance of the business in fulfilling its public service remit.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

73110000 Research services, 79310000 Market research services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: RTÉ Donnybrook.

II.2.4. Description of the procurement

RTÉ's mission is to enrich Irish life with content that challenges, educates and entertains. Central to this purpose is a relentless focus on the audience as RTÉ's primary stakeholders and reason for being. Audience needs and behaviours, now and into the future will inform decision making to ensure that RTÉ continues to deliver relevant, quality and valued content and services, RTÉ is seeking to set up a framework of suppliers for market research services to facilitate our understanding of our audiences and enable optimum performance of the business in fulfilling its public service remit.

II.2.5. Award criteria

Quality criterion - Name: Methodology / Weighting: 25 %

Quality criterion - Name: Value add dimensions and innovation / Weighting: 15 %

Quality criterion - Name: Company experience and track record / Weighting: 15 %

Quality criterion - Name: Personnel team structure / Weighting: 5 %

Quality criterion - Name: Environmental impact / Weighting: 5 %

Price - Weighting: 35 %

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: [2021/S 015-032491](#)

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:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: Behaviour and Attitudes Marketing Research

National registration number: 102171

Postal address: Milltown House, Mount St Annes

Town: Milltown

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: brenda@banda.ie

Telephone: +353 12057500

Fax: +353 12057522

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

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: Core

National registration number: IE 9824547V

Postal address: 16 Sir John Rogerson Quay

Town: Dublin 2

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: conor.hughes@ignitemr.com

Telephone: +353 0872861039

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

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: Empathy Research

National registration number: IE3354852KH

Postal address: Unit 9, The Anchorage, Charlotte Quay, Ringsend Road

Town: Dublin

NUTS code: IE Éire / Ireland
Country: Ireland
E-mail: robbie@empathyresearch.ie
Telephone: +353 862391509
Internet address: <http://www.empathyresearch.ie>
The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: Ipsos MRBI

National registration number: N/A

Postal address: Block 3, Blackrock Business Park, Carysfort Ave., Co. Dublin

Town: Blackrock

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: niall.mccaffrey@ipsos.com

Telephone: +353 14389000

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: jump! Marketing Ltd

National registration number: Ireland

Postal address: Block E, Iveagh Court, Harcourt Road

Town: D02 YT22

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: bettina@jumpinnovates.com

Telephone: +353 0872237777

Internet address: <http://www.jumpinnovates.com>

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: RED C Research and Marketing Ltd

National registration number: ie6391854v

Postal address: Ground Floor, Block G, Eastpoint Busines Park

Town: Dublin

NUTS code: IE Éire / Ireland
Country: Ireland
E-mail: bryan@redcresearch.ie
Telephone: +353 18186316
Internet address: <http://www.redcresearch.ie>
The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 7

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: Spark Market Research

National registration number: 000

Postal address: The Den, Unit 6, Porters Road, Coolmine Industrial

Town: Dublin 15

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: christine@sparkmr.com

Telephone: +353 18103150

Internet address: <http://www.sparkmr.com>

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 8

Title:

Market Research Multi Party Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/04/2021

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: TRP Research Ltd

National registration number: 743 5042 51

Postal address: Wellington House, Queen Street, Somerset

Town: Taunton

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: lpiper@trpresearch.com

Telephone: +44 7792893361

Internet address: <http://www.trpresearch.com>

The contractor is an SME: no

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

Lowest offer: 24 390,00 EUR / Highest offer: 46 600,00 EUR taken into consideration

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 Courts Service

Postal address: 15 - 24 Phoenix Street

Town: Smithfield

Postal code: D07X028

Country: Ireland

VI.5. Date of dispatch of this notice

23/04/2021