

Ireland-Dublin: Marketing services
OJ S 70/2023 07/04/2023
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Team

E-mail: hhughes@tourismireland.com

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>

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=238594&B=ETENDERS_SIMPLE

[PID=238594&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238594&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=238594&B=ETENDERS_SIMPLE

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

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism - Destination Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Social Media Services

Reference number: SMS/2023

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Tourism Ireland wishes to enter into a contract with a Supplier(s) for Social Media Services. The requirements are split into two [2] lots:
Lot 1 - Social Media Management; and
Lot 2 - Community Management & Influencer Services

II.1.5. Estimated total value

Value excluding VAT: 5 052 000,00 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

Social Media Management Services
Lot No: 1

II.2.2. Additional CPV code(s)

48445000 Customer Relation Management software package, 48520000 Multimedia software package, 72212500 Communication and multimedia software development services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland
Main site or place of performance: Across Tourism Ireland's global network of market offices and across its primary social media platforms

II.2.4. Description of the procurement

Tourism Ireland invites Requests to Participate from suitably qualified suppliers for the provision of social media management.
The successful supplier will support Tourism Ireland with the implementation of its Social Media Strategy and the day-to-day execution of its global social media management and content creation activities across its primary social media platforms, including Facebook, Instagram, Twitter, Pinterest, YouTube and TikTok.

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: 1 370 000,00 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:
The initial Contract term will be for up to three [3] years subject to budget, annual performance review, and other factors, with the option to extend annually, at Tourism Ireland's discretion,

for up to 4 further years. Annual renewal will be subject to budget, annual performance review, and other factors. The maximum contract term will not exceed seven [7] years.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5
Objective criteria for choosing the limited number of candidates :

Please refer to the pre-qualification and suitability criteria detailed in the RFT documentation available for downloading.

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

Estimated Contract value is based on anticipated costs over the 7-year term.

II.2. Description

II.2.1. Title

Community Management & Influencer Services

Lot No: 2

II.2.2. Additional CPV code(s)

48445000 Customer Relation Management software package, 72212500 Communication and multimedia software development services, 72212520 Multimedia software development services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79342300 Customer services, 79342320 Customer-care services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Across Tourism Ireland's global network of market offices and across its primary social media platforms

II.2.4. Description of the procurement

The successful supplier will support Tourism Ireland with the implementation of its Social Media Strategy by servicing, managing, and engaging its global community and customers using a range of channels. Currently, our key interaction points are via social media (Facebook, Instagram, Twitter, Pinterest, YouTube and TikTok), Tourism Ireland's Ireland.com Community Forum and inbound consumer emails.

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: 3 682 000,00 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:

The initial Contract term will be for up to three [3] years subject to budget, annual performance review, and other factors, with the option to extend annually, at Tourism Ireland's discretion, for up to 4 further years. Annual renewal will be subject to budget, annual performance review, and other factors. The maximum contract term will not exceed seven [7] years.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Objective criteria for choosing the limited number of candidates :

Please refer to the pre-qualification and suitability criteria detailed in the RFT documentation available for downloading.

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

Estimated Contract value is based on anticipated costs over the 7-year term.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal www.etenders.gov.ie

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal www.etenders.gov.ie

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal www.etenders.gov.ie

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Please refer to the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 05/05/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 30/05/2023

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

1) Interested parties must register their interest on the eTenders website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;

- 2) This is the first stage in a 2-stage Restricted Tender process. This is the sole call for requests to participate for this contract;
- 3) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;
- 4) Contract award will be subject to the approval of the Board of Tourism Ireland;
- 5) Tourism Ireland reserves the right to permit its sister agencies, Fáilte Ireland and Tourism Northern Ireland, to draw down services under any agreement resulting from this procurement process;
- 6) Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate as required by the Irish Revenue Commissioners;
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process, or any contract awarded at any time;
- 8) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;
- 9) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;
- 10) At Section II.2.9) we have indicated that 5 applicants will be invited to tender, please note that the Contracting Authority reserves the right to invite at least 5 subject to that number qualifying;
- 11) Requests to participate must be delivered as per the instructions;
- 12) Tourism Ireland will not accept or consider requests to participate delivered after this deadline;
- 13) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 14) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North/ South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;
- 15) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's ICT and GDPR guidelines shall apply to such processing;
- 16) Award of this contract will be subject to selected candidate being qualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998, if based in Northern Ireland.
- 17) The contract will be subject to Irish law;
- 18) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.
- 19) Tourism Ireland is committed to purchasing responsibly / Green Procurement.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court of Ireland

Postal address: Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7
Country: Ireland
Internet address: <https://www.court.ie>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures: In accordance with Remedies Legislation and S.I. 130. Please consult your own legal advisors.

VI.5. Date of dispatch of this notice

03/04/2023