

Ireland-Dublin: Advertising and marketing services

OJ S 122/2016 28/06/2016

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The Health Insurance Authority

National registration number: N/A

Postal address: Canal House

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Canal Road

Country: Ireland

Contact person: Michael Curran

E-mail: procurement@hia.ie

Telephone: +353 14060080

Fax: +353 14060081

Internet address(es):Main address: <http://www.hia.ie>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/541>**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/rwlentrance_s.asp?](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=100326&B=ETENDERS_SIMPLE)[PID=100326&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=100326&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/rwlentrance_s.asp?PID=100326&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

General public services

Section II: Object

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

Request of Tenders for the provision of advertising services, including creative and media-buying services, to The Health Insurance Authority.

Reference number: 13198mc

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The contracting authority intends to appoint a suitably qualified and experienced advertising services provider, (including creative and media-buying services), to support the contracting authority and its communications advisors in preparing advertising campaigns relating to private health insurance. In general, the successful service provider will use previous experience of public information advertising to advise and assist the contracting authority on strategy and planning of campaigns for the duration of the contract.

II.1.5. Estimated total value

Value excluding VAT: 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin 6.

II.2.4. Description of the procurement

The Contracting Authority intends to appoint a suitably qualified and experienced creative and media purchasing service provider to support the Contracting Authority and its Communications advisors in preparing advertising campaigns relating to private health insurance. In general, the successful service provider will use previous experience of public information advertising to advise and assist the Contracting Authority on strategy and planning of campaigns for the duration of the contract.

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: 900 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

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

Advertising services, including creative and media-buying services, to The Health Insurance Authority, in respect of the provision of information to consumers and other communication services.

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

III.2. Conditions related to the contract

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

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: no

IV.2. Administrative information

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

Date: 15/08/2016 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

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

Duration in months: 36 (from the date stated for receipt of tender)

IV.2.7.

Conditions for opening of tenders

Date: 15/08/2016 Local time: 12:00

Place:

The Health Insurance Authority, Canal House, Canal Road, Dublin 6.

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: The Health Insurance Authority

Postal address: Canal House, Canal Road

Town: Dublin

Postal code: 6

Country: Ireland

E-mail: procurement@hia.ie

Telephone: +353 14060080

Fax: +353 14060081

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

VI.5. Date of dispatch of this notice

23/06/2016