

Ireland-Galway: Graphic design services
OJ S 84/2022 29/04/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Galway-Mayo Institute of Technology (GMIT)

National registration number: N/A

Postal address: Dublin Road

Town: Galway

NUTS code: IE042 West

Postal code: H91 T8NW

Country: Ireland

Contact person: Ann Healy, Greenville

E-mail: ann.healy@greenville.ie

Telephone: +353 876294518

Internet address(es):

Main address: <https://www.gmit.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1160>

I.1. Name and addresses

Official name: Institute of Technology, Sligo

Postal address: Ash Ln, Ballytivnan,

Town: Sligo

NUTS code: IE042 West

Postal code: F91 YW50

Country: Ireland

Contact person: Mary Feighney

E-mail: admissions@itsligo.ie

Internet address(es):

Main address: <https://www.itsligo.ie>

I.1. Name and addresses

Official name: Letterkenny Institute of Technology

Postal address: Port Road

Town: Letterkenny

NUTS code: IE041 Border

Postal code: F92 FC93

Country: Ireland

Contact person: Lorraine Kessack

E-mail: reception@lyit.ie

Internet address(es):

Main address: <https://www.lyit.ie/>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Other type: Education

I.5. Main activity

Education

Section II: Object

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

The provision of graphic design and digital services to GMIT

II.1.2. Main CPV code

79822500 Graphic design services

II.1.3. Type of contract

Services

II.1.4. Short description

The Contracting Authority wishes to establish a multiparty framework agreement for the provision of graphic design and digital services (the 'Services'). The aim of the framework is to supply the Contracting Authority with graphic design services for multiple media purposes. The Contracting Authority's requirements relate to:

- Graphic Design
 - Digital Services
 - Brand and Marketing Services
- as more fully described in the RFT.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 900 000,00 EUR

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

79340000 Advertising and marketing services, 79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: IE042 West

NUTS code: IE041 Border

NUTS code: IE04 Northern and Western

Main site or place of performance: Galway, Sligo, Letterkenny

II.2.4. Description of the procurement

The Contracting Authority wishes to establish a multiparty framework agreement for the provision of graphic design and digital services (the 'Services'). The aim of the framework is to supply the Contracting Authority with graphic design services for multiple media purposes. The Contracting Authority's requirements are outlined as follows:

Graphic Design

- Design of printed marketing and communications materials
- Brand design, development, and management
- Design of signage, display, and interior/exterior graphics

Digital Services

- Digital marketing campaign planning, set-up, management, and analysis
- Creation of digital advertisements using video, animation, and/or imagery
- Creation of complementary images for use on website and on organic social media posts
- Creation of templates for videos (intros, outros, text, transitions)
- The Contracting Authority may require the framework members to place digital advertisements and/or provide digital advertisement buying services

Brand and Marketing Services

This framework is predominantly for graphic design and digital services. However, the Contracting Authority expects that the successful tenderer will work in partnership with its Marketing Officer throughout the year and act as a brand guardian to ensure the Contracting Authority's branding is followed at all times.

From time to time, the Contracting Authority may require assistance with brand and marketing activities such as:

- Marketing campaign strategy and development (approx. twice per year)
- Market research (for example focus groups and online questionnaires) on specific projects
- Art direction of photo shoots as required
- Copywriting/proofing on larger projects

II.2.5. Award criteria

Quality criterion - Name: Methodology for delivery of the Services / Weighting: 15

Quality criterion - Name: Tender Exercise / Weighting: 30

Quality criterion - Name: Quality and balance of Proposed Team / Weighting: 20

Quality criterion - Name: Contract Management / Weighting: 15

Cost criterion - Name: Ultimate Cost / Weighting: 20

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 149-397359](#)

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:

The provision of graphic design and digital services to GMIT

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/04/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Proactive Design & Marketing

National registration number: N/A

Postal address: Unit 3

Town: Tuam Rd, Galway

NUTS code: IE042 West

Postal code: Liosban Business Par

Country: Ireland

E-mail: breda@proactive.ie

Telephone: +353 091565154

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 900 000,00 EUR

Total value of the contract/lot: 900 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

The provision of graphic design and digital services to GMIT

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/01/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: The Pierce Partnership Limited

National registration number: GB 120 7930 37

Postal address: 17 Dargan Crescent

Town: Belfast

NUTS code: UKN Northern Ireland

Postal code: BT3 9RP

Country: United Kingdom

E-mail: rick@thepiercepartnership.com

Telephone: +44 2890372505

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 900 000,00 EUR

Total value of the contract/lot: 900 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The Contracting Authority anticipates that the value of the Framework Agreement will be within the range of €300,000 to €900,000 (excluding VAT).

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

E-mail: highcourtcentraloffice@courts.ie

Telephone: +353 18886000

Internet address: www.courts.ie

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

As set out at section 7 of the European Communities (Public Authorities' Contracts) (Review Procedures) Regulations SI 130/2010, as amended

VI.5. Date of dispatch of this notice

26/04/2022