

**Ireland-Baile na hAbhann: Marketing management consultancy services**  
**OJ S 115/2017 17/06/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair, Co. na Gaillimhe

Town: Baile na hAbhann

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Sile Bhreathnach

E-mail: [sile.bhreathnach@tg4.ie](mailto:sile.bhreathnach@tg4.ie)

Telephone: +353 091505050

Fax: +353 091505021

**Internet address(es):**

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

**I.4. Type of the contracting authority**

Other type: statutory body

**I.5. Main activity**

Other activity: broadcaster

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**Section II: Object**

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

**II.1.1. Title**

Social Media Services Coordinator.

Reference number: TG4 Social

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Lorg Media, An 1ú Urlár Superpixel Labs, Teach Fhaiche an Aonaigh, Bóthar Fhaiche an Aonaigh, Gaillimh.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Lowest offer: 299 520,00 EUR / Highest offer: 499 200,00 EUR taken into consideration

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing services

### **II.2.3. Place of performance**

NUTS code: IE013 West

NUTS code: IE Éire / Ireland

### **II.2.4. Description of the procurement**

This Invitation to Tender (ITT) invites tender submissions from suitably qualified professional companies to provide a coordinator for Social Media Services to TG4.

### **II.2.5. Award criteria**

Cost criterion - Name: Understanding and knowledge of TG4's content and audience / Weighting: 25 %

Cost criterion - Name: Proposed Methodology for providing the service / Weighting: 20 %

Cost criterion - Name: Skills in providing the service. / Weighting: 15 %

Cost criterion - Name: Experience in Social/Digital media. Contract management / Weighting: 10 %

### **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**

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### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2017/S 058-107927](#)

#### **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**

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**Contract No:** 1

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

15/06/2017

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

##### **V.2.3. Name and address of the contractor**

Official name: Lorg Media

Postal address: An 1ú Urlár Superpixel Labs, Teach Fhaiche an Aonaigh, Bóthar Fhaiche an Aonaigh

Town: Co. Galway

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [loretta@lorgmedia.com](mailto:loretta@lorgmedia.com)

Telephone: +353 877997981

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 320 000,00 EUR

Lowest offer: 299 520,00 EUR / Highest offer: 499 200,00 EUR taken into consideration

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: TG4

Postal address: Co. na Gaillimhe

Town: Baile na hAbhann

Postal code: H91 X4T0

Country: Ireland

E-mail: [sile.bhreathnach@tg4.ie](mailto:sile.bhreathnach@tg4.ie)

Telephone: +353 91505050

Internet address: [www.tg4.ie](http://www.tg4.ie)

**VI.5. Date of dispatch of this notice**

15/06/2017