

Ireland-Drumcondra: Advertising and marketing services
OJ S 86/2022 03/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Respond

National registration number: N/A

Postal address: High Park, Gracepark Road

Town: Drumcondra

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Helen McCormack

E-mail: Helen.McCormack@respond.ie

Telephone: +353 18087700

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1229>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Request for Tenders relating to Communications and Marketing Services

Reference number: RFT 08/21

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Respond requires the provision of communications and marketing services to support its operational needs. The Services required may include, but are not limited to, the following:

- Communications Strategy Development and Media
- Website Redevelopment & Digital Advertising
- Creative Services

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72212500 Communication and multimedia software development services, 72413000 World wide web (www) site design services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Drumcondra, Dublin 9

II.2.4. Description of the procurement

Respond requires the provision of communications and marketing services to support its operational needs. The Services required may include, but are not limited to, the following:

- Communications Strategy Development and Media
- Website Redevelopment & Digital Advertising
- Creative Services

II.2.5. Award criteria

Quality criterion - Name: Understanding of the Requirements / Weighting: 300

Quality criterion - Name: Methodology and Approach to the Delivery of the Services / Weighting : 250

Quality criterion - Name: Technical Merit and Balance of Team Proposed / Weighting: 200
Price - Weighting: 250

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 154-409560](#)

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:

Request for Tenders relating to Communications and Marketing Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/04/2022

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Originate Marketing Consultants Limited

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 EUR

Lowest offer: 53 970,00 EUR / Highest offer: 97 000,00 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: High Court

Town: Dublin

Country: Ireland

VI.5.

Date of dispatch of this notice

28/04/2022