

Ireland-Dublin: Marketing management consultancy services
OJ S 132/2015 11/07/2015
Contract notice – utilities
Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: Dublin Airport Authority plc (DAA)

National registration number: N/A

Postal address: Dublin Airport, Co. Dublin

Town: Dublin

Country: Ireland

For the attention of: Peter White

E-mail: peter.white@daa.ie

Telephone: +353 18145161

Internet address(es):

General address of the contracting entity: <http://www.dublinairportauthority.com>

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/227>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=90917&B=ETENDERS_SIMPLE

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from: the abovementioned address

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

I.2. Main activity

Airport-related activities

I.3. Contract award on behalf of other contracting entities

The contracting entity is purchasing on behalf of other contracting entities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting entity

Creative Services, Media and Digital.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: Co. Dublin.

NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Advertising, Media and Digital tender for ARI (The Loop) and Dublin Airport.

II.1.6. CPV code(s)

79413000 Marketing management consultancy services, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79415000 Production management consultancy services, 79415200 Design consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

RFI Responders are asked to respond to one or more of the following 3 Lots whether as a single entity or consortium. High level requirements are outlined below. daa plc reserves the right to award one or more, or a combination of lots as they see fit.

Estimated value excluding VAT: 6 500 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 036 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Media Planning and Buying

1) Short description

— The development of media strategies and plans.

— Purchasing of online and off-line media channels.

2) CPV code(s)

79413000 Marketing management consultancy services, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79415000 Production management consultancy services, 79415200 Design consultancy services

Lot No: 2

Lot title: Creative Services

1)

Short description

- Development of communication strategies.
- Production and implementation of creative assets.

2) CPV code(s)

79413000 Marketing management consultancy services, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79415000 Production management consultancy services, 79415200 Design consultancy services

Lot No: 3

Lot title: Digital Communications

1) Short description

- Development of digital strategies and plans including digital creative, social, app development, web design, search and analytics.

2) CPV code(s)

79413000 Marketing management consultancy services, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79415000 Production management consultancy services, 79415200 Design consultancy services

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract**III.1.1. Deposits and guarantees required****III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them****III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded****III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers****III.2.2. Economic and financial ability****III.2.3. Technical and professional ability****III.2.4. Information about reserved contracts****III.3. Conditions specific to services contracts****III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting entity

P2622

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents

(except for a DPS)

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

7.8.2015 - 12:00

IV.3.5. Languages in which tenders or requests to participate may be submitted

English.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

7.7.2015