

Ireland-Dublin: Advertising consultancy services
OJ S 115/2019 18/06/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Residential Tenancies Board

National registration number: N/A

Postal address: PO Box 12323

Town: Dublin

NUTS code: IE061 Dublin

Postal code: Dublin 2

Country: Ireland

Contact person: Michelle Cosgrove

E-mail: Michelle.Cosgrove@rtb.ie

Telephone: +353 16437200

Internet address(es):

Main address: www.rtb.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1279>

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

Establishment of a Single Party Framework Agreement for the Provision of Advertising and Creative Services

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Providing high-quality information to the public, tenants and landlords on rights and responsibilities, in terms both of living and providing accommodation in the rental sector is a core function of the RTB.

The RTB have an existing communications support service provided by an external agency. The required support is not simply advertising services but a strategic planning and creative development service that will develop the ability of the RTB to engage and build relationships with all its stakeholders.

Services required include:

- advising the Contracting Authority on marketing and advertising strategy,
- providing information on how best to target our diverse audiences,
- providing creative design and production services, including digital and broadcast,
- advising on appropriate marketing mix strategy.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: IE061 Dublin

Main site or place of performance: Dublin City.

II.2.4. Description of the procurement

The mission of the RTB is the development of a well-functioning rental market that is fair, accessible and beneficial to all.

The rental sector now constitutes a significant component of housing tenures in Ireland, and this is likely to be a continued feature of our housing market into the future. The growth of the sector means that the role that the RTB plays has become more significant and also has led to an increasing demand for services.

Providing high-quality information to the public, tenants and landlords on rights and responsibilities, in terms both of living and providing accommodation in the rental sector is a core function of the RTB.

It is critical that with the growth of the sector the RTB proactively promotes awareness of the RTB, the services we provide and educate our stakeholders on their rights and responsibilities. Research carried out on behalf of the RTB in 2014 found that there was a lack of awareness of the existence of the RTB and of the general rights and responsibilities of landlords and tenants.

The RTB have an existing communications support service provided by an external agency. The required support is not simply advertising services but a strategic planning and creative development service that will develop the ability of the RTB to engage and build relationships with all its stakeholders.

Services required include:

- advising the Contracting Authority on marketing and advertising strategy,
- providing information on how best to target our diverse audiences,
- providing creative design and production services, including digital and broadcast,
- advising on appropriate marketing mix strategy.

II.2.5. Award criteria

Quality criterion - Name: Methodology for delivery of the service addressing the scope of services outlined / Weighting: 15 %

Quality criterion - Name: Demonstrated understanding of RTB's creative requirements through the response to the initial campaign project / Weighting: 25 %

Quality criterion - Name: Expertise and quality of resources / Weighting: 25 %

Quality criterion - Name: Service level agreement / Weighting: 10 %

Cost criterion - Name: Ultimate cost to the Contracting Authority / Weighting: 25 %

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

All information relating to tenders is published on www.etenders.gov.ie only RFT ID 140336.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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: [2018/S 188-424912](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2018/S188-424912)

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:

Establishment of a Single Party Framework Agreement for the Provision of Advertising and Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/02/2019

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: McCannBlue Ltd

National registration number: IE3177453JH

Postal address: The Malting Tower, Grand Canal Quay

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: jenny.paetzold@mccannblue.ie

Telephone: +353 12343900

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

The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

ETenders RFT ID: 140336

1) The estimated total value of purchases pursuant to the Framework Agreement is in the region of 2 000 000 GBP to 3 000 000 GBP (ex. VAT) over the lifetime of the agreement; It is emphasised, however, that this figure is provided strictly for indicative purposes only as there is no guaranteed expenditure under the Framework Agreement;

2) Interested parties must register their interest on the eTenders web site (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. The Contracting Authority will not accept responsibility for information relayed (or not relayed) via third parties;

3) The numbers invited to tender will be the top five (5) qualifying candidates subject to that number qualifying;

4) This is the sole call for competition for this service;

5) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by applicants or tenderers;

6) Contract award will be subject to the approval of the competent authorities;

7) The framework will be for two (2) years with the option to extend by a further 2 periods of one (1) year subject to a maximum of four (4) years, subject to satisfactory annual review.

For the avoidance of doubt, the Contracting Authority confirms that the period of any contracts awarded under the Framework Agreement may extend beyond the date of expiry of the agreement;

8) It will be a condition of award that candidates are tax compliant;

9) If for any reason, it is not possible to establish the Framework Agreement or award the initial contract to the designated successful tenderer emerging from this competitive process; the Contracting Authority reserves the right to establish the framework with the next highest

scoring tenderer on the basis of the terms advertised at any time during the tender validity period. This shall be without prejudice to the right of the Contracting Authority to cancel this competitive process and/or initiate a new contract award procedure at its sole discretion;

10) At its absolute discretion, the Contracting Authority may elect to terminate this procurement process, the Framework Agreement or any contract awarded under the Framework Agreement at any time;

11) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words 'or equivalent' will always be appended;

12) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of questionnaires with missing or incomplete information. Therefore, candidates are advised to ensure that they return fully completed questionnaires in order to avoid the risk of elimination from the competition.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Town: Dublin

Country: Ireland

Internet address: www.courts.ie

VI.5. Date of dispatch of this notice

14/06/2019