

Ireland-Dublin: Advertising and marketing services
OJ S 181/2016 20/09/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The Health Insurance Authority

National registration number: N/A

Postal address: Canal House, Canal Road

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Michael Curran

E-mail: procurement@hia.ie

Telephone: +353 14060080

Fax: +353 14060081

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/541>

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

Request of Tenders for the provision of advertising services, including creative and media-buying services, to The Health Insurance Authority.

Reference number: 13198mc

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The contracting authority intends to appoint a suitably qualified and experienced advertising services provider, (including creative and media-buying services), to support the contracting authority and its communications advisors in preparing advertising campaigns relating to

private health insurance. In general, the successful service provider will use previous experience of public information advertising to advise and assist the contracting authority on strategy and planning of campaigns for the duration of the contract.

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)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin 6.

II.2.4. Description of the procurement

The Contracting Authority intends to appoint a suitably qualified and experienced creative and media purchasing service provider to support the Contracting Authority and its Communications advisors in preparing advertising campaigns relating to private health insurance. In general, the successful service provider will use previous experience of public information advertising to advise and assist the Contracting Authority on strategy and planning of campaigns for the duration of the contract.

II.2.5. Award criteria

Quality criterion - Name: Delivery and management / Weighting: 30 marks

Quality criterion - Name: Experience and expertise / Weighting: 30 marks

Quality criterion - Name: Quality assurance / Weighting: 10 marks

Cost criterion - Name: Cost / Weighting: 30 marks

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

Advertising services, including creative and media-buying services, to The Health Insurance Authority, in respect of the provision of information to consumers and other communication services.

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**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: [2016/S 122-218378](#)

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

Lot No: 1

Title:

Request of Tenders for advertising services, including creative and media-buying services, to The Health Insurance Authority, in respect of the provision of information to consumers

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

14/09/2016

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: 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: Irish International

National registration number: 145570

Postal address: 17 Gilford Road, Sandymount

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: 4

Country: Ireland

E-mail: susanmcentegart@irishinternational.com

Telephone: +353 12060600

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

The contractor is an SME: yes

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

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

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: The Health Insurance Authority

Postal address: Canal House, Canal Road

Town: Dublin

Postal code: 6

Country: Ireland

E-mail: procurement@hia.ie

Telephone: +353 14060080

Fax: +353 14060081

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

VI.5. Date of dispatch of this notice

15/09/2016