

Ireland-Cork: Advertising and marketing services
OJ S 121/2022 27/06/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Safefood

National registration number: N/A

Postal address: 7, Eastgate Ave., Eastgate Business Park,

Town: Cork

NUTS code: IE0 Ireland

Postal code: Little Island

Country: Ireland

Contact person: Claire Cluskey

E-mail: claire@empirica.ie

Telephone: +353 212304100

Internet address(es):

Main address: <http://www.safefood.eu>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/580>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=216789&B=ETENDERS_SIMPLE

[PID=216789&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=216789&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=216789&B=ETENDERS_SIMPLE

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

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Advertising Creative Services

Reference number: 216600

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The supply of digital advertising creative services in Republic of Ireland and Northern Ireland. These services will include the provision of integrated digital advertising for safefood, including with the provision of integrated digital strategic communications planning and creative/design solutions, and in terms of agreed brand values and across multiple digital communications channels It also requires an understanding of target audiences and their behaviours and motivations.

II.1.5. Estimated total value

Value excluding VAT: 640 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: IE0 Ireland

NUTS code: IE Éire / Ireland

Main site or place of performance: Cork

II.2.4. Description of the procurement

The supply of digital advertising creative services in Republic of Ireland and Northern Ireland. These services will include the provision of integrated digital advertising for safefood, including with the provision of integrated digital strategic communications planning and creative/design solutions, and in terms of agreed brand values and across multiple digital communications channels It also requires an understanding of target audiences and their behaviours and motivations.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 640 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 x 12 month renewals

II.2.9.

Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5
Objective criteria for choosing the limited number of candidates:

Please refer to the procurement documents for the selection criteria

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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
Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/07/2022 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 28/07/2022

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6.

Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 30/08/2023

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: Smithfield

Town: Dublin

Postal code: 07

Country: Ireland

VI.5. Date of dispatch of this notice

22/06/2022