

Ireland – Advertising and marketing services – RFT for the provision of media strategy, buying and planning services for the Insolvency Service of Ireland**OJ S 102/2025 28/05/2025****Contract or concession award notice – standard regime
Services**

1. Buyer**1.1. Buyer**

Official name: Insolvency Service of Ireland

Email: isiprocurement@isi.gov.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure**2.1. Procedure**

Title: RFT for the provision of media strategy, buying and planning services for the Insolvency Service of Ireland

Description: The Insolvency Service of Ireland (ISI) is an independent statutory body that was established on the 1 March 2013 by the Personal Insolvency Act 2012 (the “Act”) to deal with personal insolvency. The functions of the ISI are set out in section 9 of the Act .The Services shall include but are not limited to the following: • Management of the media strategy, planning and buying activities; • Preparation of media plans based on briefs supplied by the ISI; • Analysis and interpretation of the ISI’s data to inform media strategy, planning and buying decisions: • Analysis of the media consumption habits of those segments of society at which the ISI’s communications strategy is primarily targeted; • Detailed analysis of media channels and provision of updates to the ISI on evolving patterns and techniques; • Purchase of media space and time on behalf of the ISI [applying (where available) any centrally negotiated media discounts] at the most economically advantageous rate, but also seeking to add further value by exploiting tactical media buying opportunities that may arise from time to time; • Assisting in the development of the ISI’s integrated marketing communications plan; • Providing advice and assistance on any media planning and buying issues relating to advertising campaigns undertaken by or on behalf of the ISI; • Liaison and co-operation as required with third parties, in particular any agency(ies) appointed by the ISI including creative advertising agencies, public relations agencies and other third parties, such as media owners and print and production companies; • Implementation and operation of a rigorous quality control system to monitor the provision of the Services in accordance with agreed practices and procedures; • Operation of strict budgetary controls and reporting systems in relation to the provision of the Services, including without limitation in respect of media costs; • Submission to media buying performance auditing by such persons as the ISI may designate from time to time during the Term of the Contract and for any extension thereafter.

Procedure identifier: fa9a2764-f83e-40c9-8514-f64a1572ad33

Previous notice: 57a369d4-b722-480b-9b57-b68b2e789423-02

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Country: Ireland

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 2 440 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: RFT for the provision of media strategy, buying and planning services for the Insolvency Service of Ireland

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Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country: Ireland
Anywhere in the given country

5.1.5. Value

Estimated value excluding VAT: 2 440 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives
Description: Social considerations must include the tenderer's approach to social inclusion and diversity, including but not limited to: • proposal to reach Irish society in all its diversity via the services delivered • proposal to target communications to specific groups via the services delivered In this context, social inclusion shall be defined as set out in the Government of Ireland "Roadmap for Social Inclusion 2020-2025".
Social objective promoted: Accessibility for all

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.10. Award criteria

Criterion:
Type: Quality
Description: Quality @ 70%
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 70,00
Criterion:
Type: Cost
Description: Cost @ 30%
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 30,00

5.1.15. Techniques

Framework agreement:
No framework agreement
Information about the dynamic purchasing system:
No dynamic purchase system
Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland
Information about review deadlines: 30 days.
Organisation providing offline access to the procurement documents: Insolvency Service of Ireland

6. Results

Value of all contracts awarded in this notice: 2 440 000,00 EUR

6.1. Result lot Identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Dentsu Ireland Ltd

Tender:

Tender identifier: 000077967

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 440 000,00 EUR

The tender was ranked: yes

Rank in the list of winners: 1

Concession value:

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 419815

Date on which the winner was chosen: 20/11/2024

Date of the conclusion of the contract: 25/02/2025

6.1.4. Statistical information:

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Insolvency Service of Ireland

Registration number: 4000089E

Postal address: Phoenix House, Conyngham Road,

Town: Dublin 8

Postcode: D08 T3CK

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Corporate Affairs

Email: isiprocurement@isi.gov.ie

Telephone: 017644200

Buyer profile: <https://www.gov.ie/en/insolvency-service-of-ireland/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Dentsu Ireland Ltd
Registration number: 104746
Postal address: Haddington Two, Haddington Rd.,
Town: Dublin
Postcode: D04 HE94
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: reception.ireland@dentsu.com
Telephone: 0878124714
Internet address: www.dentsu.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (Voreios Tomeas Athinon) (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: c208c1e3-f6d4-4565-bd24-f90c16e47698 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 26/05/2025 15:46:30 (UTC+1) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

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