

Ireland-Cork: Advertising and marketing services
OJ S 116/2023 19/06/2023
Contract award 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.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.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 800 000,00 EUR

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

Quality criterion - Name: understand project needs / Weighting: 25%

Quality criterion - Name: creative solutions / Weighting: 20%

Quality criterion - Name: delivery of service / Weighting: 5%

Quality criterion - Name: HR / Weighting: 20%

Price - 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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 121-344513](#)

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:

Digital Advertising Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Pluto Communications Ltd

National registration number: 9644291K

Postal address: Frankfort House Vergemount Hall Clonskeagh

Town: Dublin

NUTS code: IE0 Ireland

Postal code: Dublin 14

Country: Ireland

E-mail: anna@pluto.ie

Telephone: +353 12604001

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:
Digital Advertising Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: We the People

National registration number: 25121977

Postal address: 25 Strand Street Great

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: niallcowley@wethepeoplecomms.ie

Telephone: +353 838354976

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Title:
Digital Advertising Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: ZOO Digital

National registration number: IE9686463B
Postal address: Floor 1 Portview House, Thorncastle Street, D04V9Y9
Town: Dublin
NUTS code: IE Éire / Ireland
Postal code: Dublin 2
Country: Ireland
E-mail: colin@zoodigital.ie
Telephone: +353 15250951
Internet address: <http://www.zoodigital.ie>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR
Total value of the contract/lot: 800 000,00 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 High Court
Postal address: Smithfield
Town: Dublin
Postal code: 07
Country: Ireland

VI.5. Date of dispatch of this notice

14/06/2023