

Ireland-Dublin: Advertising services
OJ S 213/2013 02/11/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Credit Review Office
Postal address: The Plaza, East Point Business Park
Town: Dublin
Postal code: 3
Country: Ireland
For the attention of: Catherine Collins
E-mail: catherine.collins@creditreview.ie
Telephone: +353 17272771

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Framework Agreement for Media Buying Services.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

The Credit Review Office concluded a single-party framework agreement for the provision of media planning and buying services for a public information campaign to raise awareness of the Office's impartial credit review process, and to drive calls to the helpline and applications to the Office. Existing radio advertisement and artwork for print advertisements will be made available to the successful framework member. This framework agreement was established on the basis of an initial contract relating to the provision of media buying services for two years commencing in 2013. The Authority

reserves the right to extend the framework for an additional two years, subject to satisfactory performance and on-going demand. For the avoidance of doubt, the scope of media buying activities covers print, radio and online advertisement. Full information is available in the tender document available to download from www.etenders.gov.ie

II.1.5. CPV code(s)

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

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Lowest offer 118 463 and Highest offer 171 737 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Proposed Methodology for Service Delivery. Weighting 30
2. Technical Merit of Human Resources Offered. Weighting 20
3. Reliability and Continuity of Supply. Weighting 5
4. Ultimate Cost. Weighting 45

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 40-064350](http://eur-lex.europa.eu/legal-content/EN/SIL/LEXI/2013/S_2013_040_064350.html) of 26.2.2013

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: The Establishment of A Single-Party Framework Agreement For Media Buying Services

V.1. Date of conclusion of the contract

10.5.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Ican Advertisng Ltd

Postal address: 3 Ely Place

Town: Dublin

Postal code: 2

Country: Ireland

Telephone: +353 17756500

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

V.4. Information on value of the contract/lot

Total value of the procurement:

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Four Courts

Postal address: Ground Floor (East Wing), Inns Quay

Town: Dublin

Postal code: Eire

Country: Ireland

E-mail: highcourtscentraloffice@courts.ie

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

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Please see the relevant Irish

Statutory instruments (SI 130 of 2010 and SI 420 of 2010) available at www.irishstatutebook.ie

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

30.10.2013