

**Ireland-Dublin: Direct marketing services**

OJ S 220/2016 15/11/2016

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Tourism Ireland Limited

National registration number: N/A

Postal address: 5th Floor — Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)

Telephone: +353 14763474

Fax: +353 014763642

**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/1197>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: destination marketing

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Direct Marketing Services, both Online and Offline, in the United States Market.

Reference number: US/DM/2016

**II.1.2. Main CPV code**

79342100 Direct marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Competition Completed — Contract Awarded. The New York, US Market Office office of Tourism Ireland wishes to appoint a Direct Marketing Agency to a single-party framework agreement for online and offline direct marketing services in the United States.

### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 200 000,00 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79342100 Direct marketing services, 79413000 Marketing management consultancy services

### **II.2.3. Place of performance**

NUTS code: IEZ Extra-Regio NUTS 1

Main site or place of performance: USA.

### **II.2.4. Description of the procurement**

Tourism Ireland's US Market Office in New York wishes to appoint a Direct Marketing Agency to a single-party framework agreement for online and offline direct marketing services in the US. The contract period will be for 2 years, with the option to extend annually for up to an additional 2 years, subject to budget, annual performance and other factors. It is a requirement that the successful supplier has an operational base in the US and can operate to US Eastern Standard Time.

### **II.2.5. Award criteria**

Quality criterion - Name: Creativity of approach / Weighting: 25 %

Quality criterion - Name: Understanding of the aims of Tourism Ireland and demonstrated ability of proposed campaign to deliver on Tourism Ireland's objectives / Weighting: 15 %

Quality criterion - Name: Project management and implementation ability / Weighting: 10 %

Cost criterion - Name: Cost / Weighting: 50 %

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted 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 053-089195](#)

#### **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**

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#### **Title:**

Direct Marketing Services, both Online and Offline, in the United States Market.

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

15/08/2016

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

##### **V.2.3. Name and address of the contractor**

Official name: MMGY Global LLC

Postal address: 4601, Madison Avenue

Town: Kansas City

NUTS code: IEZ Extra-Regio NUTS 1

Postal code: MO 64112

Country: United States

Internet address: [www.mmgyglobal.com](http://www.mmgyglobal.com)

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 1 200 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: The High Court

Postal address: The Four Courts

Town: Dublin

Postal code: 7

Country: Ireland

#### **VI.5.**

**Date of dispatch of this notice**

11/11/2016