

Ireland-Dublin: Miscellaneous business-related services

OJ S 134/2023 14/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Technological University Dublin (TU Dublin)

National registration number: 3574697EH

Postal address: Park House Grangegorman

Town: Dublin 7

NUTS code: IE Éire / Ireland

Postal code: 191 North Circular R

Country: Ireland

Contact person: Eimear Brennan

E-mail: eimear.brennan@tudublin.ie

Telephone: +353 12208196

Internet address(es):Main address: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/369>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/369>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Education

Section II: Object

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

Single Supplier Framework for the provision of Creative Services for TU Dublin

Reference number: NCTR2165

II.1.2. Main CPV code

79990000 Miscellaneous business-related services

II.1.3. Type of contract

Services

II.1.4. Short description

The successful tenderer will be required to advise and assist TU Dublin to develop and support the roll out of campaigns to promote TU Dublin, its brand, faculties, disciplines and programmes, at undergraduate, post graduate including Full-time, Part-time and flexible opportunities. The overall aim will be to develop multi-channel creative and digital campaigns.

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)

79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79900000 Miscellaneous business and business-related services, 79930000 Specialty design services, 79960000 Photographic and ancillary services, 80000000 Education and training services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The successful tenderer will be required to advise and assist TU Dublin to develop and support the roll out of campaigns to promote TU Dublin, its brand, faculties, disciplines and programmes, at undergraduate, post graduate including Full-time, Part-time and flexible opportunities. The overall aim will be to develop multi-channel creative and digital campaigns. Requests will include:

- a. Provide integrated marketing communications solutions to achieve campaign objectives
- b. Provide evidence based and creative recommendations to support TU Dublin objectives
- c. Design, develop, copy write and produce content, concepts and materials across all channels
- d. Pre test concepts and proposed marketing communications solutions where required
- e. Review concepts and campaigns from national and international sources
- f. The production of discipline-specific content for the TU Dublin CAO Hub
- g. Promote awareness of the NFQ ladder i.e progression opportunities from level 6 to 8
- h. Plan with relevant campaign stakeholders to ensure the TU Dublin strategy and objectives are consistently integrated through all creative products/outputs/templates
- i. Provide oversight of campaigns as they progress and suggest necessary modifications to ensure delivery of maximum efficiency
- j. Provide detailed evaluation reports of the effectiveness of the creative services and agency input to any campaign following its completion to include learning and recommendations for any future activity
- k. Liaise with TU Dublin's internal services, external stakeholders or 3rd party service providers and any nominated suppliers to ensure all campaign and solutions are fully integrated, offer effective resource allocation and value for money
- l. Provide expertise in trends, new technologies, new platforms and key demographics
- m. Produce high quality creative advertising and marketing communications campaigns for use in all appropriate media, including video
- n. Identifying and isolating tactical moments that

II.2.5. Award criteria

Quality criterion - Name: Creative Proposal / Weighting: 20%

Quality criterion - Name: Quality & Management Systems / Weighting: 5%

Quality criterion - Name: Brand Development / Weighting: 10%

Quality criterion - Name: Tracking and Reviews of Creative Campaign / Weighting: 5%

Quality criterion - Name: Account Management REquiremetns / Weighting: 10%
Quality criterion - Name: Proposed Team / Weighting: 10%
Quality criterion - Name: Lead time and Delivery Requiremetns / Weighting: 10%
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

This competition, under the Restricted Procedure, relates to the following requirement Single Supplier Framework for the provision of Creative Services for TU Dublin

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 067-177407](#)

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:

Single Supplier Framework for the provision of Creative Services for TU Dublin

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/07/2023

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: BBDO Dublin

National registration number: 145570

Postal address: 17 Gilford Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Sandymount

Country: Ireland

E-mail: susanmcentegart@bbdo.ie

Telephone: +353 12060600

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

The contractor is an SME: yes

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

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: Inns Quay

Town: Dublin 7

Country: Ireland

VI.5. Date of dispatch of this notice

11/07/2023