

Ireland-Dublin: Advertising services
OJ S 162/2021 23/08/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: National Standards Authority of Ireland (NSAI)

National registration number: N/A

Postal address: 1 Swift Square

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Northwood, Santry

Country: Ireland

Contact person: Wendy Nolan

E-mail: wendy.nolan@nsai.ie

Telephone: +353 8073971

Internet address(es):

Main address: <http://www.nsai.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/314>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=195870&B=ETENDERS_SIMPLE

[PID=195870&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=195870&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=195870&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: National Standards Authority

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

NSAI - Provision of Advertising

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

NSAI seeks to engage a Strategic and Creative Advertising Agency to provide Strategic Planning, Creative Advertising development services, planning and placement of advertising in general media.

II.1.5. Estimated total value

Value excluding VAT: 690 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

NSAI seeks to engage a Strategic and Creative Advertising Agency to provide Strategic Planning, Creative Advertising development services, planning and placement of advertising in general media.

The NSAI wishes to procure a Service Provider to provide, but not limited to, the following services:

1. develop creative and design for the production of adverts for use in print, digital and broadcast media as may be required.
2. provide production services in the re-sizing and placement of print adverts, as well as any production services required across all other media channels (inclusive of broadcast and digital).
3. advice on advertising strategy covering the duration of the contract.
4. develop annual cost-effective media placement plans to deliver 2 / 3 campaigns per year.
5. provide media buying / placement services across all media channels (inclusive of print, broadcast, digital and online platforms) as maybe required to deliver on media plan.
6. share any research/insights which might influence creative and media buying options and planning.
7. engage translation service providers, as approved by the NSAI, to co-ordinate the production of materials in Irish and other languages where required.
8. supply press and corporate photography and digital imaging / archive services as maybe required.
9. supply video services including pre-production, filming and editing/ postproduction as maybe required.
10. report on the performance of advertising campaigns using industry key performance indicators / metrics.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6.

Estimated value

Value excluding VAT: 690 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information**

III.1. Conditions for participation**III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Please refer to Tender documents

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract**III.2.2. Contract performance conditions**

Please refer to Tender documents

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description**IV.1.1. Type of procedure**

Open 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 27/09/2021 Local time: 09:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 27/09/2021 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Please refer to Tender documents

VI.4. Procedures for review

VI.4.1. Review body

Official name: NSAI

Town: SANTRY

Country: Ireland

VI.5. Date of dispatch of this notice

18/08/2021