

**Ireland-Dublin: Advertising and marketing services**  
**OJ S 137/2023 19/07/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: National Transport Authority

National registration number: 0000

Postal address: Dun Sceine, Iveagh Court Harcourt Lane, D02WT20

Town: Dublin

NUTS code: IE061 Dublin

Postal code: Dublin

Country: Ireland

Contact person: Ted O'Brien

E-mail: [ted.obrien@nationaltransport.ie](mailto:ted.obrien@nationaltransport.ie)

Telephone: +353 18798300

**Internet address(es):**

Main address: <https://www.nationaltransport.ie/>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1149>

**I.4. Type of the contracting authority**

Other type: Transport

**I.5. Main activity**

Other activity: Transport

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**Section II: Object**

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

**II.1.1. Title**

Provision of Media Strategy, Planning and Buying Services

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Authority wishes to appoint a suitably qualified service provider for the provision of Media Strategy, Planning, Buying and Reporting services to support its activities. The Contracting Authority's requirements may include the following:

Develop strategic media plans, choosing the most effective and cost efficient advertising media by possessing extensive knowledge of both traditional and digital media.

Tenderers shall note that all Services required under the proposed Contract shall be drawn down at the absolute discretion of the Authority and are dependent on the changing needs of the Authority.

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

This contract is divided into lots: no

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

Value excluding VAT: 8 000 000,00 EUR

### **II.2. Description**

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

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

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

NUTS code: IE0 Ireland

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

The Authority wishes to appoint a suitably qualified service provider for the provision of Media Strategy, Planning, Buying and Reporting services to support its activities. The Contracting Authority's requirements may include the following:

Develop strategic media plans, choosing the most effective and cost efficient advertising media by possessing extensive knowledge of both traditional and digital media.

Tenderers shall note that all Services required under the proposed Contract shall be drawn down at the absolute discretion of the Authority and are dependent on the changing needs of the Authority.

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

Quality criterion - Name: Quality and Balance of Team / Weighting: 50

Quality criterion - Name: Response to Campaign Brief / Weighting: 200

Quality criterion - Name: Proposed Approach / Weighting: 250

Price - Weighting: 500

#### **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**

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: yes

## **IV.2. Administrative information**

### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 062-184282](#)

### **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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**Contract No:** 1

**Title:**

Provision of Media Strategy, Planning and Buying Services

A contract/lot is awarded: yes

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

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

12/07/2023

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

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

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

Official name: Mindshare Media Ireland Ltd

Town: Dublin

NUTS code: IE061 Dublin

Postal code: Dublin 8

Country: Ireland

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 8 000 000,00 EUR

Total value of the contract/lot: 8 000 000,00 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: High Court of Ireland

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

Town: Dublin

Postal code: D7

Country: Ireland

E-mail: [highcourtcentraloffice@courts.ie](mailto:highcourtcentraloffice@courts.ie)

Telephone: +353 18886000

Fax: +353 18886125

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

**VI.5. Date of dispatch of this notice**

14/07/2023