

Ireland-Dublin: Advertising and marketing services
OJ S 139/2023 21/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: National Treasury Management Agency (NTMA)

National registration number: N/A

Postal address: Treasury Dock, North Wall Quay

Town: Dublin

NUTS code: IE0 Ireland

Postal code: D01 A9T8

Country: Ireland

Contact person: Procurement Unit

E-mail: procurement@ntma.ie

Telephone: +353 12384000

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1163>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Funding and Debt Management

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Request for Tenders (RFT) for the Provision of Media Strategy, Planning and Buying Services to the Strategic Banking Corporation of Ireland

Reference number: 2023PR001

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The National Treasury Management Agency (NTMA) sought tenders for the provision of Media Strategy, Planning and Buying Services to the Strategic Banking Corporation of Ireland (SBCI). Please see the RFT attached to this notice for further information.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 500 000,00 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, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE0 Ireland

II.2.4. Description of the procurement

The National Treasury Management Agency (NTMA) sought tenders for the provision of Media Strategy, Planning and Buying Services to the Strategic Banking Corporation of Ireland (SBCI). Please see the RFT attached to this notice for further information.

II.2.5. Award criteria

Quality criterion - Name: Approach and Methodology / Weighting: 40

Quality criterion - Name: Proposed Team / Weighting: 30

Cost criterion - Name: Fees / Weighting: 30

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

Please see Request for Tenders attached to this notice for further information.

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 015-037679](#)

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:

Request for Tenders (RFT) for the Provision of Media Strategy, Planning and Buying Services to the Strategic Banking Corporation of Ireland (SBCI)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/06/2023

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Havas Media Ireland Limited

Postal address: 48-50 Cuffe Street

Town: Dublin

NUTS code: IE061 Dublin

Postal code: D2

Country: Ireland

The contractor is an SME: yes

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

Total value of the contract/lot: 1 500 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Amounts payable under this contract will be linked to the volume of services required by the SBCI in respect of the provision of Media Strategy, Planning and Buying Services which includes "pass-through" costs paid directly to media outlets by the Service Provider for the purchase of media space and time on behalf of the SBCI. Therefore, the contract value stated in this notice (notwithstanding Section II.1.7 and Sections V.2.4 above) is the SBCI's best estimate of the value of the contract and should not be taken as a definitive indication or guarantee of the volume of services that may be required by the SBCI due to the variable demand for these services.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Inns Quay

Town: Dublin
Postal code: D7
Country: Ireland
E-mail: highcourtcentraloffice@courts.ie

VI.5. Date of dispatch of this notice
17/07/2023