

Ireland-Dublin: Advertising and marketing services

OJ S 159/2022 19/08/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Land Development Agency

National registration number: Ireland

Postal address: 2nd Floor Ashford House

Town: Dublin 2

NUTS code: IE Éire / Ireland

Postal code: Tara Street

Country: Ireland

Contact person: Procurement

E-mail: procurement@lda.ie

Telephone: +353 019103400

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/165460>

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/rwlenrance_s.asp?PID=220831&B=ETENDERS_SIMPLE

[PID=220831&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=220831&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/rwlenrance_s.asp?PID=220831&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

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Branding, Marketing & Advisory Services

Reference number: Pro091

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Contracting Authority proposes to engage in a competitive process for the establishment of multi-party framework agreement for the Provision of Property Branding, Marketing & Advisory Services.

The scope of services is to provide a complete branding and marketing delivery solution for the Land Development Agency.

Please refer to tender documents for full details

II.1.5. Estimated total value

Value excluding VAT: 3 200 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

22314000 Designs, 22462000 Advertising material, 34928470 Signage, 44423400 Signs and related items, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79961100 Advertising photography services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The Contracting Authority proposes to engage in a competitive process for the establishment of multi-party framework agreement for the Provision of Property Branding, Marketing & Advisory Services.

The scope of services is to provide a complete branding and marketing delivery solution for the Land Development Agency.

Please refer to tender documents for full details

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: 3 200 000,00 EUR

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

Duration in months: 48

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.1.2. 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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation Accelerated procedure Justification:
Accelerated procedure due to a Procurement Administration error with revised estimated contract value.

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement
Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 3

IV.1.5. Information about negotiation

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: 30/08/2022 Local time: 12:00

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

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Four Courts

Town: Dublin

Postal code: 7

Country: Ireland

E-mail: highcourtcentraloffice@courts.ie

Telephone: +353 118886000

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

VI.4.2. Body responsible for mediation procedures

Official name: The land Development Agency

Town: Dublin 2

Country: Ireland

VI.4.4. Service from which information about the review procedure may be obtained

Official name: The Land Development Agency

Town: Dublin 2

Country: Ireland

VI.5. Date of dispatch of this notice

16/08/2022