

Ireland-Co. na Gaillimhe.: Marketing services

OJ S 234/2017 06/12/2017

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair

Town: Co. na Gaillimhe.

NUTS code: IE Éire / Ireland

Postal code: Baile na hAbhann,

Country: Ireland

Contact person: Sile Bhreathnach

E-mail: sile.bhreathnach@tg4.ie

Telephone: +353 91505050

Fax: +353 91505021

Internet address(es):

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

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=122420&B=ETENDERS_SIMPLE

[PID=122420&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=122420&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Other type: Statutory Body

I.5. Main activity

Other activity: Broadcaster

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

TG4 Margaíocht / Marketing.

Reference number: TG4 Margaíocht / Marketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

TG4 wishes to invite suitably qualified professional applicants to partake in an Invitation to Dialogue (ITD) and submit an Expression of Interest in respect of the provision of Marketing Services (Seirbhísí Margaíochta).

The service will support marketing and communication for both TG4's brand and programmes, and help drive awareness of and viewership to TG4 services. The term of this contract is for three (3) years with an option to extend for a further two (2) years.

II.1.5. Estimated total value

Value excluding VAT: 300 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Strategic Marketing Advice & Creative Communication.

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

— Strategic Marketing advice: Provide insights to:

— — improve and grow our audience,

— — regular review of TG4's communication campaigns and digital media.

Channels.

— Creative Communication:

— — build our media brand by raising the awareness and perception of TG4.

(increase mindshare), and,

— — by driving engagement with our content (increase viewers).

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

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The term of this contract is for three (3) years with an option to extend for a further two (2) years.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3

II.2.10. Information about variants

Variants will be accepted: yes

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

II.2. Description

II.2.1. Title

Media Planning & Buying.
Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79340000 Advertising and marketing services, 79342100 Direct marketing services, 79413000
Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

— Media Planning and Buying that will promote TG4 programming across Media in a measurable and targeted way.

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

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

Duration in months: 36

This contract is subject to renewal: yes

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II.2.10. Information about variants

Variants will be accepted: yes

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 dialogue

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: 11/01/2018 Local time: 15:00

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, Irish

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TG4

Postal address: Baile na hAbhann

Town: Co. Galway
Postal code: H91 X4T0
Country: Ireland
E-mail: sile.bhreathnach@tg4.ie
Telephone: +353 91505050

VI.5. Date of dispatch of this notice
04/12/2017