

**Ireland-Tallaght: Advertising services**

**OJ S 155/2023 14/08/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Personal Injuries Assessment Board

Postal address: PO Box 9732

Town: Tallaght

NUTS code: IE Éire / Ireland

Postal code: Dublin 24

Country: Ireland

Contact person: Anthony Sheridan

E-mail: [anthony.sheridan@piab.ie](mailto:anthony.sheridan@piab.ie)

Telephone: +353 4634588

**Internet address(es):**

Main address: <https://www.etenders.gov.ie>

Address of the buyer profile: <https://www.etenders.gov.ie>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.etenders.gov.ie>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.etenders.gov.ie>

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**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Single Party Framework for the Provision of Strategic Advertising and Creative Services to PIAB

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The successful Agency, in addition to providing creative design, media placement and buying services, will provide Strategic advice and advertising Planning for PIAB's advertising campaigns focussed on developing its brand and awareness, to increase understanding among customers, stakeholders, and the population in general of the organisation's services, role, and offerings, and to highlight the benefits of its services to its customers and to society. A key part of this strategy will be the successful transition of PIAB to a new brand and name and support for the role out of the new mediation service and to produce and present a proposed strategy for agreement and approval by senior management. The agency will then have responsibility for implementing that strategy and reporting on progress over the course of the plan.

#### **II.1.5. Estimated total value**

Value excluding VAT: 3 500 000,00 EUR

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

This contract is divided into lots: no

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

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

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

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

NUTS code: IE061 Dublin

Main site or place of performance: Grain House, Belgard Square North, Tallaght, Dublin

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

The successful Agency, in addition to providing creative design, media placement and buying services, will provide Strategic advice and advertising Planning for PIAB's advertising campaigns focussed on developing its brand and awareness, to increase understanding among customers, stakeholders, and the population in general of the organisation's services, role, and offerings, and to highlight the benefits of its services to its customers and to society. A key part of this strategy will be the successful transition of PIAB to a new brand and name and support for the role out of the new mediation service and to produce and present a proposed strategy for agreement and approval by senior management. The agency will then have responsibility for implementing that strategy and reporting on progress over the course of the plan.

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

Criteria below

Price

#### **II.2.6. Estimated value**

Value excluding VAT: 3 500 000,00 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**

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#### **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**

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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**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

##### **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: 13/09/2023 Local time: 14:00

##### **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.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 13/09/2023 Local time: 14:30

### **Section VI: Complementary information**

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#### **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

Town: Dublin 7

Country: Ireland

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

10/08/2023