

**Ireland-Baile na hAbhann: Marketing services**

**OJ S 207/2020 23/10/2020**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair, Co. na Gaillimhe

Town: Baile na hAbhann

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Sile Bhreathnach

E-mail: [sile.bhreathnach@tg4.ie](mailto: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/rwlenrance\\_s.asp?PID=176408&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=176408&B=ETENDERS_SIMPLE)

[PID=176408&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=176408&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=176408&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=176408&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**

Other activity: Broadcaster

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**Section II: Object**

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

**II.1.1. Title**

Marketing and Communication Services

Reference number: TG4 Marketing & Communication

**II.1.2.**

**Main CPV code**

79342000 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 a contract for the channel's marketing and communication services, with the purpose of driving awareness and viewership to TG4's channels. The purpose of our marketing effort is to communicate TG4's brand and content, to raise awareness amongst both the community of Irish speakers and the majority of the population of the country who have an affinity with the language and who recognise its distinctiveness and fundamental importance as part of their culture.

**II.1.5. Estimated total value**

Value excluding VAT: 1 500 000,00 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**

Marketing and Creative Services  
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).
- Create an annual brand campaign to deliver an impactful brand awareness message for TG4 across the year.
- A seasonal programme or schedule campaign using the conceptual, copywriting, and targeted messaging skills of the creative agency, to direct seasonal communication message across TG4's owned, social and PR platforms.

**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: 750 000,00 EUR

## **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:

Contracts awarded under the framework agreement will be for a period of up to 3 years initially with the option of a 2-year extension.

The choice of a five (5) year framework is to ensure the design, development and execution of a 5-year plan.

## **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**

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

#### **II.2.1. Title**

Media Planning and Buying Services

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**

- Provide a media planning and buying service that will promote TG4 programming across media in a measurable and targeted way. The delivery of the service should consider:  
(a) an integrated approach to communications planning across all marketing campaigns, including creative advertising, PR, digital and social media;  
(b) establish a collaborative working relationship between client and agency which combines the content creation and design resources available in-house in TG4 with the conceptual, copywriting, targeted messaging skills of the creative agency;  
(c) ensure advertising spend is maximised and effectively targeted.

#### **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: 750 000,00 EUR

## **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: 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**

Restricted 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: 18/11/2020 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

**Section VI: Complementary information**

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**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

Town: Co. Galway

Country: Ireland

E-mail: [sile.bhreathnach@tg4.ie](mailto:sile.bhreathnach@tg4.ie)

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

19/10/2020