

Ireland-Waterford: Advertising and marketing services
OJ S 223/2018 20/11/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Waterford Institute of Technology

National registration number: N/A

Postal address: Cork Road

Town: Waterford

NUTS code: IE Éire / Ireland

Postal code: Waterford

Country: Ireland

Contact person: Procurement Officer

E-mail: procurement@wit.ie

Telephone: +353 51302744

Fax: +353 51378791

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/269>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Request for Tenders to Establish Single Supplier Contract for the provision of Advertising and Creative Services

Reference number: ADVSER201803

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

WIT wishes to appoint a full-service advertising agency to provide advertising and creative services to the Institute. Tenders are invited from suitably qualified, experienced and quality advertising agencies for the provision of this service to WIT for a 2-year period in accordance with the attached specifications. The contract will be subject to a 6 monthly review during its duration and may be renewed for a further 12 month period or re-advertised at the discretion of WIT.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 270 000,00 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

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Waterford Institute of technology

II.2.4. Description of the procurement

WIT wishes to appoint a full-service advertising agency to provide advertising and creative services to the Institute. Tenders are invited from suitably qualified, experienced and quality advertising agencies for the provision of this service to WIT for a 2-year period in accordance with the attached specifications. The contract will be subject to a 6 monthly review during its duration and may be renewed for a further 12 month period or re-advertised at the discretion of WIT.

II.2.5. Award criteria

Price

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

Full details available in published tender document.

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: [2018/S 051-113232](#)

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: ADVSER201803

Title:

Tender for the Provision of Advertising and Creative Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/05/2018

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

V.2.3. Name and address of the contractor

Official name: CORE

Postal address: 1 Windmill lane

Town: Dublin 2

NUTS code: IE0 Ireland

Country: Ireland

E-mail: Alan.barnewell@onecore.ie

Internet address: <https://www.wit.ie/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 280 000,00 EUR

Total value of the contract/lot: 270 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

All additional information available in tender document.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Waterford Institute of Technology

Postal address: Cork Road

Town: Waterford

Postal code: X91 KOEK

Country: Ireland

E-mail: procurement@wit.ie

Telephone: +353 51302744

Internet address: www.wit.ie

VI.5. Date of dispatch of this notice

16/11/2018