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**Ireland-Dublin: Advertising services
2020/S 209-511350**

Modification notice

Modification of a contract/concession during its term

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority/entity

I.1) Name and addresses

Official name: IDA Ireland
Postal address: Three Park Place Hatch Street Upper
Town: Dublin 2
NUTS code: IE061 Dublin
Country: Ireland
E-mail: procurement@ida.ie
Internet address(es):
Main address: www.IDAIreland.com

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Framework Agreement for Strategic and Creative Services and Media Planning and Buying

II.1.2) Main CPV code

79341000 Advertising services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title:

Media Planning and Buying Services
Lot No: 2

II.2.2) Additional CPV code(s)

79341400 Advertising campaign services

II.2.3) Place of performance

NUTS code: IE IRELAND
Main site or place of performance:
IRELAND and internationally.

II.2.4) Description of the procurement at the time of conclusion of the contract:

IDA Ireland entered into an agreement with Zenith Optimedia Ireland Ltd on 25 June 2015 for 5 years for media planning and buying services to provide a professional service partner to work with IDA Ireland capable of:

- understanding target audiences in all the target markets;
- advising on the best way to target potential investors;
- recommending media strategies to optimise and refine the media spend in each market;
- purchasing media space on behalf of IDA Ireland; and
- shaping global media strategies and coordinating best practice across markets.

Media formats cover TV, radio, outdoor, digital media (a growing emphasis) and printed media formats (very small amounts).

The original contract was subject to an OJEU contract notice and was awarded in accordance with Directive 2004/18/EC. The contract is now being extended with effect from 25 June 2020 until 31 December 2020. As a result, the original contract value will be exceeded up to 50 % value.

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

Duration in months: 60

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The framework agreement was entered into for a 5-year duration to align with IDA Ireland's strategic plan launched in quarter 1 2015.

II.2.13) Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

Section IV: Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number in the OJ S: [2015/S 184-334748](#)

Section V: Award of contract/concession

Contract No: N/A

Lot No: 2

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

25/06/2015

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Official name: Zenith Optimedia Ireland Ltd

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor/concessionaire is an SME: yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: 10 500 000.00 EUR

Section VI: Complementary information

VI.3) Additional information:

VI.4) Procedures for review

VI.4.1) Review body

Official name: High Court
Postal address: Inns Quay, Four Courts 7
Town: Dublin
Country: Ireland
Internet address: www.courts.ie

VI.5) **Date of dispatch of this notice:**
22/10/2020

Section VII: Modifications to the contract/concession

VII.1) **Description of the procurement after the modifications**

VII.1.1) **Main CPV code**

79341000 Advertising services

VII.1.2) **Additional CPV code(s)**

79341400 Advertising campaign services

VII.1.3) **Place of performance**

NUTS code: IE061 Dublin

Main site or place of performance:

IRELAND and International

VII.1.4) **Description of the procurement:**

The agreement is for media planning and buying services:

- understanding target audiences in all the target markets;
- advising on the best way to target potential investors;
- recommending media strategies to optimise and refine the media spend in each market;
- purchasing media space on behalf of IDA Ireland; and
- shaping global media strategies and coordinating best practice across markets.

Media formats will cover TV, radio, outdoor, digital media (a growing emphasis) and printed media formats (very small amounts).

VII.1.5) **Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months: 66

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The framework agreement was originally of 5-year duration to align with IDA Ireland's new strategic plan launched in quarter 1 2015. The agreement has been extended until 31 December 2020 to allow the procurement process for a new contract to be completed.

VII.1.6) **Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: 15 000 000.00 EUR

VII.1.7) **Name and address of the contractor/concessionaire**

Official name: Zenith Optimedia Ireland Ltd

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor/concessionaire is an SME: yes

VII.2) **Information about modifications**

VII.2.1) **Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The original contract was subject to an OJEU contract notice and was awarded in accordance with Directive 2004/18/EC. The contract is now being extended with effect from 25 June 2020 until 31 December 2020 in accordance with Article 72(1)(c) of Directive 2014/24/EU. The increase in price will not exceed 50 % of the original estimated contract value of EUR 10 500 000 as set out in the ITT. The contract extension is required to allow for the on-going procurement process for a replacement contract to be completed.

VII.2.2) **Reasons for modification**

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee (Art. 43(1)(c) of Directive 2014/23/EU, Art. 72(1)(c) of Directive 2014/24/EU, Art. 89(1)(c) of Directive 2014/25/EU)

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

In July 2020, the Irish Government announced a stimulus package in response to the Covid-19 pandemic which included an additional budget of GBP 10 million for IDA for FDI related promotional activities to stimulate FDI projects and jobs that will be an essential part of Ireland's economic recovery following the Covid-19 outbreak. The extension of the contract will allow for part of this additional stimulus package to be spent on promotional activities. Article 72(1)(c) allows for a modification where the need for the modification has been brought about by circumstances which a diligent contracting authority could not have foreseen. The contracting authority could not have foreseen the Covid-19 pandemic and the additional funding made available by the Irish Government to IDA as part of the stimulus package.

VII.2.3) **Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications and price adaptations and, in the case of Directive 2014/23/EU, average inflation in the Member State concerned)

Value excluding VAT: 10 000 000.00 EUR

Total contract value after the modifications

Value excluding VAT: 15 000 000.00 EUR