

**Ireland-Dublin: Marketing services**  
**OJ S 201/2021 15/10/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Department of Culture, Heritage & the Gaeltacht

National registration number: N/A

Postal address: 23 Kildare Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: 2

Country: Ireland

Contact person: Joanne Robinson

E-mail: [Joanne.Robinson@ahg.gov.ie](mailto:Joanne.Robinson@ahg.gov.ie)

Telephone: +353 018883273

**Internet address(es):**

Main address: [www.chg.gov.ie](http://www.chg.gov.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1968>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Brand Proposition and Brand Identity for Ireland's National Parks and Nature Reserves (1)

Reference number: Brand Proposition & Identity

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The proposition seeks to develop a compelling Brand Proposition and Brand Identity for Ireland's National Parks and Nature Reserves. This work will also develop Brand Guidelines and application for the communication of the Brand Proposition and Brand Identity for all signage across Ireland's National Parks and Nature Reserves.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 154 000,00 EUR

**II.2. Description**

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

22314000 Designs, 79340000 Advertising and marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin, Ireland

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

The proposition seeks to develop a compelling Brand Proposition and Brand Identity for Ireland's National Parks and Nature Reserves. This work will also develop Brand Guidelines and application for the communication of the Brand Proposition and Brand Identity for all signage across Ireland's National Parks and Nature Reserves.

**II.2.5. Award criteria**

Quality criterion - Name: Image Now Ltd / Weighting: MEAT

Price - Weighting: MEAT

**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 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**

**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: [2019/S 150-370094](#)

### 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

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**Contract No:** 1

**Title:**

Brand Proposition and Brand Identity for Ireland's National Parks and Nature Reserves

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

13/05/2020

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: 3

The contract has been awarded to a group of economic operators: yes

#### V.2.3. Name and address of the contractor

Official name: Image Now Ltd

National registration number: IE6599560M

Postal address: 2 Little Fitzwilliam Place

Town: Dublin 2, Co. Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

The contractor is an SME: yes

#### V.2.3. Name and address of the contractor

Official name: Image Now Ltd

National registration number: IE6599560M

Postal address: 2 Little Fitzwilliam Place

Town: Dublin 2, Co. Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 154 000,00 EUR

Total value of the contract/lot: 154 000,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Department of Culture Heritage and the Gaeltacht

Postal address: Kildare Street

Town: Dublin 2

Country: Ireland

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

12/10/2021