

Ireland-Dublin: Advertising and marketing services
OJ S 175/2023 12/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sustainable Energy Authority of Ireland

National registration number: IE3229842HH

Postal address: 3A Mayor Street Upper

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D01 PF72

Country: Ireland

Contact person: Customer Service Team

E-mail: support@ogp.gov.ie

Telephone: +353 761008220

Internet address(es):

Main address: <http://www.ogp.gov.ie/>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/351>

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

MMP071F-07 RFT for the Provision of Creative Campaign Services for the Sustainable Energy Authority of Ireland (SEAI)

Reference number: PROJ000007524

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Sustainable Energy Authority of Ireland (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Creative Campaign Services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 600 000,00 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: Dublin

II.2.4. Description of the procurement

Sustainable Energy Authority of Ireland (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Creative Campaign Services.

II.2.5. Award criteria

Quality criterion - Name: Quality and Balance of the Team Proposed / Weighting: 1500

Quality criterion - Name: Response to the Campaign Brief / Weighting: 3000

Quality criterion - Name: Service Management and Delivery (including Account Management) / Weighting: 1000

Quality criterion - Name: Proposals on the incorporation of Social Considerations into the delivery of the services, particularly with regard to targeting communications to vulnerable energy poor households / Weighting: 1000

Price - Weighting: 3500

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority reserves the right to extend the term for a further TWELVE (12) MONTH period with a maximum of THREE (3) such extensions with the same terms and conditions, subject to the DPS Client’s obligations at law.

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

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: [2022/S 087-236632](#)

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: 1

Title:

RFT for the Provision of Creative Campaign Services for the Sustainable Energy Authority of Ireland (SEAI)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/08/2023

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Havas Dublin

National registration number: Havas Dublin

Postal address: 48 - 50 Cuffe Street

Town: Dublin 2

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: chris.upton@havas.ie

Telephone: +353 16145300

Internet address: <http://www.ie.havas.com>

The contractor is an SME: no

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

Total value of the contract/lot: 1 600 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1.

Review body

Official name: The High Court of Ireland

Town: Dublin

Country: Ireland

Telephone: +353 18866000

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Please consult your own legal advisors.

VI.5. Date of dispatch of this notice

07/09/2023