

**Ireland-Dublin: Advertising services**  
**OJ S 199/2022 14/10/2022**  
**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: National Standards Authority of Ireland (NSAI)

National registration number: N/A

Postal address: 1 Swift Square

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Northwood, Santry

Country: Ireland

Contact person: Wendy Nolan

E-mail: [wendy.nolan@nsai.ie](mailto:wendy.nolan@nsai.ie)

Telephone: +353 8073971

**Internet address(es):**

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/314>

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

Body governed by public law

**I.5. Main activity**

Other activity: National Standards Authority

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**Section II: Object**

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

**II.1.1. Title**

NSAI - Provision of Advertising

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

NSAI seeks to engage a Strategic and Creative Advertising Agency to provide Strategic Planning, Creative Advertising development services, planning and placement of advertising in general media.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 690 000,00 EUR

## **II.2. Description**

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

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

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

NSAI seeks to engage a Strategic and Creative Advertising Agency to provide Strategic Planning, Creative Advertising development services, planning and placement of advertising in general media.

The NSAI wishes to procure a Service Provider to provide, but not limited to, the following services:

1. develop creative and design for the production of adverts for use in print, digital and broadcast media as may be required.
2. provide production services in the re-sizing and placement of print adverts, as well as any production services required across all other media channels (inclusive of broadcast and digital).
3. advice on advertising strategy covering the duration of the contract.
4. develop annual cost-effective media placement plans to deliver 2 / 3 campaigns per year.
5. provide media buying / placement services across all media channels (inclusive of print, broadcast, digital and online platforms) as maybe required to deliver on media plan.
6. share any research/insights which might influence creative and media buying options and planning.
7. engage translation service providers, as approved by the NSAI, to co-ordinate the production of materials in Irish and other languages where required.
8. supply press and corporate photography and digital imaging / archive services as maybe required.
9. supply video services including pre-production, filming and editing/ postproduction as maybe required.
10. report on the performance of advertising campaigns using industry key performance indicators / metrics.

### **II.2.5. Award criteria**

Quality criterion - Name: Approach and Service Methodology as applicable to NSAI / Weighting : 2500

Quality criterion - Name: Contract Management / Weighting: 1500

Quality criterion - Name: Overview, Quality and Expertise of proposed resources (incl. summary CV's) / Weighting: 2500

Cost criterion - Name: Cost / Weighting: 3500

### **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

NSAI estimates the annual contract expenditure will be approx €690k(ex VAT) over the initial 3-year duration of the contract (i.e. €230,000 per annum). This expenditure includes media costs incurred for the delivery of radio & digital campaigns referenced. It is emphasised that this figure is provided strictly for indicative purposes only as there is no guaranteed expenditure under the contract.

## Section IV: Procedure

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### 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: no

### IV.2. Administrative information

#### IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 162-426987](#)

#### 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:**

NSAI - Provision of Advertising

A contract/lot is awarded: yes

### V.2. Award of contract

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

28/07/2022

#### V.2.2. Information about tenders

Number of tenders received: 3

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

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

Official name: McCann Advertising Dublin Ltd

Town: 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: 690 000,00 EUR

Total value of the contract/lot: 690 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

Please refer to Tender documents

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: NSAI

Town: SANTRY

Country: Ireland

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

10/10/2022