

Ireland-Dublin: Direct marketing services
OJ S 188/2023 29/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Officer

E-mail: TenderResponse@tourismireland.com

Internet address(es):

Main address: <http://www.ireland.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Destination Marketing - Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Direct Marketing Services for Tourism Ireland in the United States

Reference number: US/EDM/2022

II.1.2. Main CPV code

79342100 Direct marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The New York, US Market Office of Tourism Ireland launched a competitive tender process to appoint a Direct Marketing Agency to a single-party framework agreement for the provision of direct marketing services in the United States. CONTRACT AWARDED - COMPETITION CLOSED

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 200 000,00 USD

II.2. Description

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: United States

II.2.4. Description of the procurement

The New York, US Market Office of Tourism Ireland launched a competitive tender process to appoint a Direct Marketing Agency to a single-party framework agreement for the provision of direct marketing services in the United States. CONTRACT AWARDED - COMPETITION CLOSED

II.2.5. Award criteria

Quality criterion - Name: CREATIVITY OF APPROACH / Weighting: 25%

Quality criterion - Name: UNDERSTANDING OF THE AIMS OF TOURISM IRELAND AND DEMONSTRATED ABILITY OF PROPOSED CAMPAIGN TO DELIVER ON TOURISM IRELAND'S OBJECTIVES / Weighting: 15%

Quality criterion - Name: PROJECT MANAGEMENT AND IMPLEMENTATION ABILITY / Weighting: 10%

Cost criterion - Name: Ultimate Cost / Weighting: 50%

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

CONTRACT AWARDED - COMPETITION CLOSED

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

The procurement involves the establishment of a framework agreement

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: [2021/S 138-367484](#)

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:

Provision of Direct Marketing Services for Tourism Ireland in the United States

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: MMGY Global

National registration number: MMGY Global

Postal address: 7903 W. 80th St. Suite 400,

Town: Overland Park

NUTS code: US United States

Postal code: KS 66204

Country: United States

Internet address: www.mmgglobal.com

The contractor is an SME: no

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

Total value of the contract/lot: 1 200 000,00 USD

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

Postal address: The Four Courts

Town: Dublin

Country: Ireland

VI.5.

Date of dispatch of this notice

26/09/2023