

**Ireland-Limerick: Marketing management consultancy services**

OJ S 207/2022 26/10/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Limerick City and County Council

National registration number: 3267368TH

Postal address: Merchant's Quay

Town: Limerick

NUTS code: IE051 Mid-West

Postal code: Co.Limerick

Country: Ireland

Contact person: Denis Tierney

E-mail: [denis.tierney@limerick.ie](mailto:denis.tierney@limerick.ie)

Telephone: +353 61557224

**Internet address(es):**

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/103432>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=227164&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=227164&B=ETENDERS_SIMPLE)

[PID=227164&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=227164&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=227164&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=227164&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Strategic and Creative RFT 2023 Limerick City and County Council

Reference number: 226451

**II.1.2.**

**Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Limerick City and County Council (LCCC) invites tenders from suitably qualified and experienced consultants for the establishment of a single party framework agreement for the provision of Strategic and Creative Services. The successful tenderer will be required to develop a two-year strategy and creative architecture, in line with the Draft Brand Limerick Strategy & Action Plan (2021 – 2024), which incorporates targeted marketing and promotional campaign concept development and the production of supporting assets that clearly communicate the unique offering of the Limerick brand across its four core propositions of invest, visit, living and study. The successful tenderer will support LCCC in managing the planning, coordination and delivery of marketing activities to promote and position Limerick as an international destination of choice for investment, tourism, education and living.

**II.1.5. Estimated total value**

Value excluding VAT: 800 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: IE051 Mid-West

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

Limerick City and County Council (LCCC) invites tenders from suitably qualified and experienced consultants for the establishment of a single party framework agreement for the provision of Strategic and Creative Services. The successful tenderer will be required to develop a two-year strategy and creative architecture, in line with the Draft Brand Limerick Strategy & Action Plan (2021 – 2024), which incorporates targeted marketing and promotional campaign concept development and the production of supporting assets that clearly communicate the unique offering of the Limerick brand across its four core propositions of invest, visit, living and study. The successful tenderer will support LCCC in managing the planning, coordination and delivery of marketing activities to promote and position Limerick as an international destination of choice for investment, tourism, education and living. The successful tenderer will provide best practice experience, combined with market intelligence, data modelling and segmentation strategies to produce the most effective strategic support and guidance to LCCC in the implementation of Brand Limerick campaigns and initiatives. The successful tenderer will be required to integrate best practice, channel choice selection and messaging and to collaborate with LCCC to develop creative concept approaches, incorporating our brand voice, values and standards to achieve desired outcomes with persuasive copy and engaging and efficient designs. LCCC collaborates with key local,

national and international institutions and agencies across each of our four core propositions, so the successful contractor should also seek to leverage the work of agencies such as IDA Ireland, Enterprise Ireland, Tourism Ireland, Fáilte Ireland and Limerick's educational institutes in a way which both complements their work and supports them in promoting Limerick to all of its key target audiences.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

two 12 month extensions.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

### **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: yes

#### **IV.2. Administrative information**

**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 21/11/2022 Local time: 23:59

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 24 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 21/11/2022 Local time: 23:59

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Limerick City and County Council

Postal address: Merchant's Quay

Town: Limerick

Postal code: V94 EH90

Country: Ireland

E-mail: [marketing@limerick.ie](mailto:marketing@limerick.ie)

Internet address: [www.limerick.ie/council](http://www.limerick.ie/council)

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

21/10/2022