

**Ireland-Dublin: Marketing management consultancy services**  
**OJ S 210/2022 31/10/2022**  
**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: Raidió Teilifís Éireann ( RTÉ )

National registration number: 8T50578M

Postal address: Donnybrook

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Co. Dublin

Country: Ireland

Contact person: Mark Carron

E-mail: [mark.carron@rte.ie](mailto:mark.carron@rte.ie)

Telephone: +353 12083373

**Internet address(es):**

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/396>

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

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

RTÉ Brand Architecture: Strategic Review & Design Solutions and Supply

Reference number: 21P065

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

RTÉ invites submissions, from suitably qualified Tenderers for Strategic & Design Solutions and Supply in support of RTÉ's new Brand Architecture. There will be three phases related to the project overall. This Tender specifically relates to phase 1. The estimated cost is for the duration of the contract.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Lowest offer: 590 000,00 EUR / Highest offer: 652 500,00 EUR taken into consideration

### **II.2. Description**

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

71316000 Telecommunication consultancy services, 79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79415200 Design consultancy services, 92200000 Radio and television services

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Donnybrook

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

RTÉ invites submissions, from suitably qualified Tenderers for Strategic & Design Solutions and Supply in support of RTÉ's new Brand Architecture. There will be three phases related to the project overall. This Tender specifically relates to phase 1. The estimated cost is for the duration of the contract.

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

Quality criterion - Name: Design Solutions / Weighting: 30

Quality criterion - Name: Final Recommendation on Brand Strategy & Architecture / Weighting: 15

Quality criterion - Name: Project Planning / Weighting: 15

Quality criterion - Name: Project Team / Weighting: 15

Price - Weighting: 25%

#### **II.2.11. Information about options**

Options: yes

Description of options:

As per ITT

#### **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**

Competitive dialogue

##### **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 089-243291](#)

### **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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A contract/lot is awarded: yes

### **V.2. Award of contract**

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

26/10/2022

#### **V.2.2. Information about tenders**

Number of tenders received: 6

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

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

Official name: Red Bee Media Ltd

Town: 201 Wood Lane, London W12 7TP, UK

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 590 000,00 EUR / Highest offer: 652 500,00 EUR taken into consideration

#### **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: The Courts Service

Postal address: 15-24 Phoenix Street, Smithfield, Dublin

Town: Dublin

Country: Ireland

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

27/10/2022