

Ireland-Dublin: Advertising services
OJ S 198/2023 13/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The Office of Government Procurement

National registration number: IE3229842HH

Postal address: 3A Mayor Street Upper

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: OGP Support

E-mail: support@ogp.gov.ie

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

RFT Media Strategy, Planning and Buying Services for Commission for Communications Regulation (ComReg)

Reference number: RFT 241144 – PROJ000008660

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Commission for Communications Regulation (ComReg) (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning & Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing 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

Commission for Communications Regulation (ComReg) (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning & Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).

II.2.5. Award criteria

Quality criterion - Name: Qualitative Criteria / Weighting: 6000

Cost criterion - Name: Quantitative Criteria / Weighting: 4000

II.2.11. Information about options

Options: yes

Description of options:

1 x 12 month possible extension

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: [2021/S 218-574330](#)

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 Media Strategy, Planning, & Buying Services for the Commission for Communications Regulation (ComReg)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/10/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Havas Media

National registration number: 178349

Postal address: Havas Village, 48-50 Cuffe Street, Dublin 2

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: gareth.fitzpatrick@havasmedia.com

Telephone: +353 16766272

Fax: +353 12187110

Internet address: <http://www.havasmedia.com>

The contractor is an SME: yes

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

Total value of the contract/lot: 3 600 000,00 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

09/10/2023