

**Ireland-Dublin: Marketing services**  
**OJ S 217/2023 10/11/2023**  
**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 Strategic Media Planning and Advertising Services

Reference number: 22P021

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

RTÉ are looking for suitably qualified agencies, with experience in our industry, to provide strategic media planning across all platforms, in support of our advertising objectives across brand, content, service and event marketing activities to strengthen, promote and grow our connection with audiences.

We understand that RTÉ needs a strong, unified brand, supported by a cohesive, intuitive and connected brand system, to retain our visibility and connection with our audience in today's media landscape.

This competition calls for companies to tender for one or more lots, as follows:

The estimated cost is for the duration of the contract's and this is a retender of current activities.

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

This contract is divided into lots: yes

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

Value excluding VAT: 16 094,00 EUR

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

#### **II.2.1. Title**

Strategic Media Planning and Buying

Lot No: 1

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

79340000 Advertising and marketing services, 79413000 Marketing management consultancy 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**

Lot 1: Strategic Media Planning and Buying

RTÉ requires strategic media planning services across the entire RTÉ portfolio to support the Marketing Teams. The Lot 1 framework includes: media research and insights, strategic planning and buying across all channels, such as TV, Radio, Digital, Outdoor, DOOH & Paid Social to support the RTÉ Marketing Team to deliver masterbrand, service, content, event and TV Licence campaigns.

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

Quality criterion - Name: Qualitative Evaluation of the Sample Project Brief / Weighting: 26

Quality criterion - Name: Account Management, Service Levels and Team Structure / Weighting: 20

Quality criterion - Name: Strategic Planning and Analysis capability / Weighting: 15

Quality criterion - Name: Value Added Dimensions and Innovation: / Weighting: 7

Quality criterion - Name: Sustainability / Weighting: 2

Price - Weighting: 30

#### **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**

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

### **II.2.1. Title**

Digital Performance Optimisation  
Lot No: 2

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

79340000 Advertising and marketing services, 79413000 Marketing management consultancy 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**

Lot 2: Digital Performance Optimisation  
RTÉ requires specialist digital media planning services for “always-on” optimisation of its digital platforms and products portfolio (RTÉ Player, RTÉ.ie, RTÉ News App, RTÉ Radio Player, other) to engage and retain audiences. This lot will include Digital Strategy, incorporating activities such as app download and re-engagement campaigns, as well as paid placement (PPC), and other digital activations.

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

Quality criterion - Name: Qualitative Evaluation of the Sample Project Brief / Weighting: 26  
Quality criterion - Name: Account Management, Service Levels and Team Structure / Weighting: 20  
Quality criterion - Name: Strategic Planning and Analysis capability / Weighting: 15  
Quality criterion - Name: Value Added Dimensions and Innovation: / Weighting: 7  
Quality criterion - Name: Sustainability / Weighting: 2  
Price - Weighting: 30

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

Notice number in the OJ S: [2022/S 187-529690](#)

#### **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

**Lot No:** 1

**Title:**

Strategic Media Planning and Buying

A contract/lot is awarded: yes

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

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

03/11/2023

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

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

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

Official name: Dentsu Ireland Ltd

National registration number: IE4749306M

Postal address: Two Haddington Buildings, Haddington Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: [joe.webb@dentsu.com](mailto:joe.webb@dentsu.com)

Telephone: +353 012712166

Fax: +353 012712112

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

The contractor is an SME: yes

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

Lowest offer: 16 094,00 EUR / Highest offer: 16 094,00 EUR taken into consideration

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 2

**Title:**

Digital Performance Optimisation

A contract/lot is awarded: yes

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

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

03/11/2023

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

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

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

Official name: Dentsu Ireland Ltd

National registration number: IE4749306M

Postal address: Two Haddington Buildings, Haddington Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

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Country: Ireland

E-mail: [joe.webb@dentsu.com](mailto:joe.webb@dentsu.com)

Telephone: +353 012712166

Fax: +353 012712112

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

The contractor is an SME: yes

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

Lowest offer: 13 213,00 EUR / Highest offer: 20 625,00 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**

06/11/2023