

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:680827-2023:TEXT:EN:HTML>

**Ireland-Dublin: Marketing services
2023/S 217-680827**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

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

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

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 (excluding VAT)**

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

- 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

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

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 (excluding VAT)**

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

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
Postal code: Dublin
Country: Ireland
E-mail: 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 (excluding VAT)**

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

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