

**Ireland-Dublin: Marketing management consultancy services**  
**OJ S 220/2023 15/11/2023**  
**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: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Officer

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)

**Internet address(es):**

Main address: <http://www.ireland.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>

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

Body governed by public law

**I.5. Main activity**

Other activity: Tourism - Destination Marketing

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**Section II: Object**

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

**II.1.1. Title**

Provision of an Influencer Marketing Tool and Associated Services

Reference number: IMTS/2023

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Tourism Ireland sought to procure a tool that will allow us to identify and assess influencers to work with us on campaigns, with audiences in GB, US, Canada, Australia, New Zealand, Germany, France, Italy, Spain, The Netherlands, Belgium, Sweden, Denmark, Norway, Finland and ideally also UAE. CONTRACT AWARDED / COMPETITION CLOSED

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

This contract is divided into lots: no

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

Value excluding VAT: 560 000,00 EUR

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

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

48481000 Sales or marketing software package, 72322000 Data management services, 79413000 Marketing management consultancy services

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Across Tourism Ireland's global network of markets.

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

Tourism Ireland sought to procure a tool that will allow us to identify and assess influencers to work with us on campaigns, with audiences in GB, US, Canada, Australia, New Zealand, Germany, France, Italy, Spain, The Netherlands, Belgium, Sweden, Denmark, Norway, Finland and ideally also UAE. CONTRACT AWARDED / COMPETITION CLOSED

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

Quality criterion - Name: Quality of Proposed Influencer Database Solution / Weighting: 20%

Quality criterion - Name: Measurement & Reporting Functionality / Weighting: 15%

Quality criterion - Name: Management of Service / Weighting: 15%

Cost criterion - Name: Ultimate Cost / Weighting: 50%

#### **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**

CONTRACT AWARDED / COMPETITION CLOSED

### **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: [2023/S 093-287345](#)

#### **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

**Title:**

Provision of an Influencer Marketing Tool and Associated Services

A contract/lot is awarded: yes

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

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

04/09/2023

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

Number of tenders received: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

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

Official name: Klear.com Ltd

National registration number: 514715523

Postal address: 15 Yotam Street

Town: Haifa

NUTS code: IL Israel

Postal code: 3467505

Country: Israel

Internet address: <https://www.meltwater.com/en>

The contractor is an SME: no

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

Total value of the contract/lot: 550 000,00 EUR

##### **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 High Court of Ireland

Postal address: The Chief Registrar, The Four Courts

Town: Dublin

Postal code: D8

Country: Ireland

Internet address: <https://www.court.ie>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures: In accordance with Remedies Legislation and S.I. 130. Please consult your own legal advisors.

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: The High Court

Postal address: Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

Internet address: <https://www.courts.ie>

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

10/11/2023