

Ireland-Dublin: Content or data standardization and classification services
OJ S 230/2023 29/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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 Team

E-mail: 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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Central Content Commissioning Agency Services

Reference number: BCT-2023-CMA-1

II.1.2. Main CPV code

72330000 Content or data standardization and classification services

II.1.3. Type of contract

Services

II.1.4. Short description

Tourism Ireland launched an EU-wide competitive process to enter into a single-party framework agreement with a Supplier for Central Content Commissioning Agency Services. The Central Content Commissioning Agency will be expected to aid in managing future aspects of content sourcing, generation, and dissemination that Tourism Ireland requires for its online and offline promotional activities

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 7 400 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

22120000 Publications, 22462000 Advertising material, 72224000 Project management consultancy services, 79530000 Translation services, 79961000 Photographic services, 79961300 Specialised photography services, 92111000 Motion picture and video production services, 92111210 Advertising film production, 92111220 Advertising video-tape production, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Island of Ireland

II.2.4. Description of the procurement

Tourism Ireland launched an EU-wide competitive process to enter into a single-party framework agreement with a Supplier for Central Content Commissioning Agency Services. The Central Content Commissioning Agency will be expected to aid in managing future aspects of content sourcing, generation, and dissemination that Tourism Ireland requires for its online and offline promotional activities

II.2.5. Award criteria

Quality criterion - Name: Evidence of the processes and management of ongoing programs of work and content requirements plus engagement with extant Digital Asset Management (DAM) system, taxonomy and curation of content assets / Weighting: 25%

Quality criterion - Name: Deliverables of Sample Marketing Campaign / Weighting: 10%

Quality criterion - Name: Content Generation – Tenderer's response to Brief of Sample marketing Campaign to meet the requirements of the brand in voice, tone and visual presentation / Weighting: 15%

Cost criterion - Name: Ultimate Cost [including management fees] / 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

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: [2023/S 055-159177](#)

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:

Central Content Commissioning Agency Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/10/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 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: Maxmedia Ireland Limited

National registration number: 9767162K

Postal address: The Courtyard

Town: County Dublin

NUTS code: IE Éire / Ireland

Postal code: 20e Castle Street, D

Country: Ireland

Internet address: <http://www.maxmedia.ie>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 7 400 000,00 EUR

Total value of the contract/lot: 7 400 000,00 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

Postal address: Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

Internet address: www.courts.ie

VI.5. Date of dispatch of this notice

24/11/2023