

Ireland-Dublin: Advertising services
OJ S 247/2023 22/12/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: An Post

National registration number: N/A

Postal address: General Post Office

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: O'Connell Street

Country: Ireland

Contact person: AISLING OBRIEN

E-mail: aisling.obrienprocurement@anpost.ie

Telephone: +353 17057000

Internet address(es):

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

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/391>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.6. Main activity

Postal services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Communications Support

Reference number: 2239

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

II.1.6. Information about lots

This contract is divided into lots: yes

II.2. Description

II.2.1. Title

Through the Line Strategy & Creative Services – B2C

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing 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

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

Creative services include:

- Brand Strategy, planning, creative development and production services
- Development of campaigns (offline and online) for various An Post (including certain of its subsidiaries and associated companies) products and services.

II.2.5. Award criteria

Price

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

Through the Line Strategy & Creative Services – B2B

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing 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

AN POST is seeking to enter into Contracts with supplier(s) for Creative Advertising Services, which will be split into the following Lots:

Lot 1 - Through the Line Strategy & Creative Services – B2C

Lot 2 - Through the Line Strategy & Creative Services – B2B

Creative services include:

- Brand strategy, planning, creative development and production services
- Development of campaigns (offline and online) for various An Post Commerce (including certain of its subsidiaries and associated companies) products and services.

II.2.5. Award criteria

Price

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

Negotiated procedure with prior call for competition

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 066-198427](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

Through the Line Strategy & Creative Services – B2C

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

20/12/2023

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: Daring Boys and Girls Ltd

National registration number: 473842

Postal address: Bloomfield House, Bloomfield Avenue, Portobello

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: pat.stephenson@boysandgirls.ie

Telephone: +353 16877960

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

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot**V.2.5. Information about subcontracting****V.2.6. Price paid for bargain purchases****Section V: Award of contract**

Contract No: 2

Title:

Through the Line Strategy & Creative Services – B2B

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

15/12/2023

V.2.3. Name and address of the contractor

Official name: Javelin Direct

National registration number: IE 6406406B

Postal address: 10 Coke Lane, Smithfield

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D07T867

Country: Ireland

E-mail: audrey@javelin.ie

Internet address: <http://javelin.ie>

The contractor is an SME: yes

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court
Postal address: Four Courts, Inns Quay,
Town: Dublin
Postal code: Dublin 7
Country: Ireland

VI.4.2. Body responsible for mediation procedures

Official name: High Court
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Country: Ireland

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

Official name: High Court
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Country: Ireland

VI.5. Date of dispatch of this notice

20/12/2023