

IRELAND - ADVERTISING SERVICES - ADVERTISING, DESIGN AND MEDIA BUYING SERVICES FOR THE PENSIONS AUTHORITY

Contract or concession notice – standard regime

1. Buyer

1.1 Buyer

Official name: The Pensions Authority

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1 Procedure

Title: Advertising, design and media buying services for the Pensions Authority

Description: The Authority needs the services of an experienced advertising and design agency to provide support services to assist in delivering the Authority's communication messages to include: • creative design • media buying • graphic design and printing • social media content development • consumer research /insights • translation services • photography • video production • communications strategy advice • assisting the Authority to ensure its advertising obligations under the Official Languages Act are met.

Procedure identifier: a0fb17c8-ebdd-4a59-a289-c29ecc92a882

Type of procedure: Open

The procedure is accelerated: No

2.1.1 Purpose

Nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 92111210 Advertising film production

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 92111220 Advertising video-tape production

2.1.3 Value

Estimated value excluding VAT: 540,000 EUR

Maximum value of the framework agreement: 0 EUR

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.5 Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 0

2.1.6 Grounds for exclusion

Purely national exclusion grounds: Please refer to the RFT document.

5. Lot

5.1 Lot: LOT-0001

Title: Advertising, design and media buying services for the Pensions Authority

Description: The Authority needs the services of an experienced advertising and design agency to provide support services to assist in delivering the Authority's communication messages to include: • creative design • media buying • graphic design and printing • social media content development • consumer research /insights • translation services • photography • video production • communications strategy advice • assisting the Authority to ensure its advertising obligations under the Official Languages Act are met.

Internal identifier: OPs - Advertising - 23

5.1.1 Purpose

Nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 92111210 Advertising film production

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 92111220 Advertising video-tape production

5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 Value

Estimated value excluding VAT: 540,000 EUR

Maximum value of the framework agreement: 0 EUR

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA)

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9 Selection criteria

Criterion:

Type: Economic and financial standing

5.1.11 *Procurement documents*

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=2793185>,

5.1.12 *Terms of procurement*

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/eawarding/showTenderList.do?resourceId=2793185>

Languages in which tenders or requests to participate may be submitted: English, English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 2024-01-08Z 12:00:00Z

Deadline until which the tender must remain valid: 6 MONTH

Information about public opening:

Date/time: 2024-01-08Z 12:00:00Z

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=2793185>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

5.1.15 *Techniques*

Framework agreement:

No framework agreement

Information about the dynamic purchasing system

No dynamic purchase system

Electronic auction:

5.1.16 *Further information, mediation and review*

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: The Pensions Authority

Organisation receiving requests to participate: The Pensions Authority

Organisation processing tenders: The Pensions Authority

8. Organisations

8.1 ORG-0001

Official name: The Pensions Authority

Registration number: 0000

Postal address: Verschoyle House, 28-30 Lower Mount Street, Dublin 2, D02 KX27

Town: Dublin

Postcode: D02 KX27

Country: Ireland

Email: procurement@pensionsauthority.ie

Telephone: 353(0)16131900

Information exchange endpoint (URL): <https://www.pensionsauthority.ie>

Buyer profile: <https://www.pensionsauthority.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

11. Notice information

11.1 Notice information

Notice identifier/version: 1920cda8-15c5-4c42-b361-d53e3485151a - 03

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 2023-12-06Z 10:42:33Z

Languages in which this notice is officially available: English

11.2 Publication information