

# IRELAND: ADVERTISING CAMPAIGN SERVICES ESTABLISHMENT OF A MULTI OPERATOR FRAMEWORK AGREEMENT FOR MEDIA PLACEMENT STRATEGY, MEDIA PLANNING AND MEDIA BUYING SERVICES (GALW/ CON1675/2024)

Contract or concession notice – standard regime

## 1 Buyer

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### 1.1 Buyer

*Official name:* University of Galway (ID 1400)  
*Legal type of the buyer:* Body governed by public law  
*Activity of the contracting authority:* Education

## 2 Procedure

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### 2.1 Procedure

*Title:* Establishment of a Multi Operator Framework Agreement for Media Placement Strategy, Media Planning and Media Buying Services (GALW/CON1675/2024)  
*Description:* Establishment of a Multi Operator Framework Agreement for Media Placement Strategy, Media Planning and Media Buying Services  
*Procedure identifier:* 4c678e6b-ae3b-43ae-b1f2-0aa4cada5273  
*Type of procedure:* Open  
*The procedure is accelerated:* no

#### 2.1.1 Purpose

*Main nature of the contract:* Services  
*Main classification (cpv):* 79341400 Advertising campaign services  
*Additional classification (cpv):* 79340000 Advertising and marketing services  
*Additional classification (cpv):* 79341100 Advertising consultancy services  
*Additional classification (cpv):* 79341200 Advertising management services

#### 2.1.2 Place of performance

*Country:* Ireland  
Anywhere in the given country

#### 2.1.3 Value

*Estimated value excluding VAT:* 3 000 000 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 Section 4 Qualification Criteria of the RFT

### **5.1 Lot technical ID: LOT-0001**

*Title:* Establishment of a Multi Operator Framework Agreement for Media Placement Strategy, Media Planning and Media Buying Services (GALW/CON1675/2024)

*Description:* Establishment of a Multi Operator Framework Agreement for Media Placement Strategy, Media Planning and Media Buying Services

*Internal identifier:* 0

#### **5.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79341400 Advertising campaign services

*Additional classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79341200 Advertising management services

#### **5.1.2 Place of performance**

*Country:* Ireland

Anywhere in the given country

*Additional information:*

#### **5.1.5 Value**

*Estimated value excluding VAT:* 3 000 000 EUR

*Maximum value of the framework agreement:* 3 000 000 EUR

#### **5.1.6 General information**

*Reserved participation:* Participation is not reserved.

Procurement Project fully or partially 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

*Description:* Not applicable

#### **5.1.8 Accessibility criteria**

Accessibility criteria for persons with disabilities are included

#### **5.1.9 Selection criteria**

*Criterion:*

*Type:* Economic and financial standing

#### **5.1.11 Procurement documents**

*Languages in which the procurement documents are officially available:* English

*Languages in which the procurement documents (or their parts) are unofficially available:* English

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=3457826>,

#### **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=3457826>

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

*Electronic catalogue:* Not allowed

*Deadline for receipt of tenders:* 04/06/2024 12:00 +01:00

*Information about public opening:*

*Opening date:* 04/06/2024 12:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=3457826>

*Terms of contract:*

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

*Electronic invoicing:* Required

*Electronic ordering will be used:* no

#### **5.1.15 Techniques**

*Framework agreement:*

Framework agreement, without reopening of competition

*Information about the dynamic purchasing system:*

No dynamic purchase system

#### **5.1.16 Further information, mediation and review**

*Review organisation:* The High Court of Ireland

*Organisation providing offline access to the procurement documents:* University of Galway (ID 1400)

*Organisation receiving requests to participate:* University of Galway (ID 1400)

*Organisation processing tenders:* University of Galway (ID 1400)

*TED eSender:* European Dynamics S.A.

### **8 Organisations**

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#### **8.1 ORG-0001**

*Official name:* University of Galway (ID 1400)

*Registration number:* 0022578J

*Postal address:* University Road, Galway

*Town:* Galway

*Postcode:* H91TK33

*Country:* Ireland

*Email:* [procure@universityofgalway.ie](mailto:procure@universityofgalway.ie)

*Telephone:* 091493970

*Internet address:* <https://www.universityofgalway.ie/>

*Buyer profile:* <https://www.universityofgalway.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](mailto: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](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500  
Roles of this organisation:  
TED eSender

### 11 Notice information

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#### **11.1 Notice information**

Notice identifier/version: 7018a757-f190-45ef-9a2a-c764a67f6b32 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
Notice dispatch date: 23/04/2024 11:29 +01:00  
Languages in which this notice is officially available: English

#### **11.2 Publication information**