IRELAND: ADVERTISING AND MARKETING SERVICES
MMP068F - 14 - MINI-COMPETITION FOR MEDIA STRATEGY, PLANNING AND BUYING SERVICES FOR THE COMPETITION AND CONSUMER PROTECTION COMMISSION (CCPC)

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: The Competition and Consumer Protection Commission
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: MMP068F - 14 - Mini-Competition for Media Strategy, Planning and Buying Services for the Competition and Consumer Protection Commission (CCPC)
Description: The Competition and Consumer Protection Commission (CCPC) (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).
Procedure identifier: 0201290d-030d-4c46-ba17-21287e281f2e
Type of procedure: Open
The procedure is accelerated: No

2.1.1 *Purpose*

Nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341100 Advertising consultancy services
Additional classification (cpv): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services

2.1.3 *Value*

Estimated value excluding VAT: 5 280 000 EUR

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot*: LOT-0001

Title: MMP068F - 14 - Mini-Competition for Media Strategy, Planning and Buying Services for the Competition and Consumer Protection Commission (CCPC)
Description: The Competition and Consumer Protection Commission (CCPC) (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).

Internal identifier: PROJ000008807

5.1.1 *Purpose*

Nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341100 Advertising consultancy services
Additional classification (cpv): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services

5.1.5 *Value*

Estimated value excluding VAT: 5 280 000 EUR

5.1.6 *General information*

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA)

5.1.10 *Award criteria*

Criterion:
Type: Quality
Description: Quality of proposal.

5.1.15 *Techniques*

Framework agreement:
No framework agreement
Information about the dynamic purchasing system
Dynamic purchasing system, only usable by buyers listed in this notice
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 Competition and Consumer Protection Commission

6 *Results*

6.1 *Result Lot Identifier*: LOT-0001

At least one winner was chosen.

6.1.2 *Information about winners*

Winner:
Official name: Havas Media
Tender:
Tender identifier: 000022749
Identifier of lot or group of lots: LOT-0001
Contract information:
Identifier of the contract: 395541
Date of the conclusion of the contract: 2024-01-01Z
The contract is awarded within a framework agreement: false

8 *Organisations*

8.1 ORG-0001

Official name: The Competition and Consumer Protection Commission
Registration number: IE3229842HH
Postal address: 3A Mayor Street Upper, Dublin 1
Town: Dublin
Postcode: D01 PF72
Country: Ireland
Email: support@ogp.gov.ie
Telephone: +353 17738000
Information exchange endpoint (URL): https://www.ogp.gov.ie
Buyer profile: https://www.ogp.gov.ie
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Havas Media
Registration number: 178349
Town: Dublin
Country: Ireland
Email: gareth.fitzpatrick@havasmedia.com
Telephone: +353 1 614 5300
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003

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-0004

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:

11 *Notice information*

11.1 ***Notice information***

Notice identifier/version: 801da5f2-62d6-4d3b-abd7-4595418ac919 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 2024-01-25Z 11:31:26Z
Languages in which this notice is officially available: English

11.2 ***Publication information***