

IRELAND: ADVERTISING AND MARKETING SERVICES MMP068F - 13 - MINI-COMPETITION FOR MEDIA STRATEGY, PLANNING AND BUYING SERVICES FOR THE DEPARTMENT OF SOCIAL PROTECTION

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Department of Social Protection

Legal type of the buyer: Central government authority

Activity of the contracting authority: Social protection

2 Procedure

2.1 Procedure

Title: MMP068F - 13 - Mini-Competition for Media Strategy, Planning and Buying Services for the Department of Social Protection

Description: The Department of Social Protection (“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: 425c0106-b05f-4850-abc7-c1227b4dcea7

Type of procedure: Restricted

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: 32 000 000 EUR

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot: LOT-0001

Title: MMP068F - 13 - Mini-Competition for Media Strategy, Planning and Buying Services for the Department of Social Protection

Description: The Department of Social Protection (“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: PROJ0000008769

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

5.1.3 Estimated duration

Start date: 2024-02-01Z

End date: 2028-01-31Z

5.1.5 Value

Estimated value excluding VAT: 32 000 000 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

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: Department of Social Protection

6 Results

6.1 Result Lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Mindshare Media Ireland Ltd

Tender:

Tender identifier: 000025736

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 395959

Date on which the winner was chosen: 2023-12-22Z

Date of the conclusion of the contract: 2024-02-01Z

8 Organisations

8.1 ORG-0001

Official name: Department of Social Protection

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

Internet address: <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: Mindshare Media Ireland Ltd

Registration number: IE6327201K

Town: Dublin

Country: Ireland

Email: ken.nolan@mindshareworld.com

Telephone: 01 4150300

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:

TED eSender

11 Notice information

11.1 Notice information

Notice identifier/version: 5b2ec8fc-f70f-49a4-8a27-46a42b82a2d4 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 2024-02-06Z 12:34:04Z

Languages in which this notice is officially available: English

11.2 Publication information