

IRELAND: ADVERTISING AND MARKETING SERVICES MMP068F - 11 - MINI-COMPETITION FOR MEDIA STRATEGY, PLANNING AND BUYING SERVICES FOR SOLAS.

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: SOLAS – The Further Education and Training Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: MMP068F - 11 - Mini-Competition for Media Strategy, Planning and Buying Services for SOLAS.

Description: SOLAS – The Further Education and Training Authority (“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: 5bc795fb-36de-451b-b77d-34527c021407

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: 6 000 000 EUR

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot: LOT-0001

Title: MMP068F - 11 - Mini-Competition for Media Strategy, Planning and Buying Services for SOLAS.

Description: SOLAS – The Further Education and Training Authority (“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: 0

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: 6 000 000 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: SOLAS – The Further Education and Training Authority

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: 000016499

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 395988

Date of the conclusion of the contract: 2023-11-01Z

The contract is awarded within a framework agreement: false

8 Organisations

8.1 ORG-0001

Official name: SOLAS – The Further Education and Training Authority

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.solas.ie/>

Buyer profile: <https://www.solas.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: (01) 676 6272

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

11.1 Notice information

Notice identifier/version: 52cc26a1-f21e-47ea-84e1-adb96e60c172 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 2024-02-08Z 12:14:11Z

Languages in which this notice is officially available: English

11.2 Publication information