

IRELAND: ADVERTISING AND MARKETING SERVICES

MINI COMPETITION FOR CREATIVE CAMPAIGN SERVICES FOR ENTERPRISE IRELAND

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Enterprise Ireland

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Mini Competition for Creative Campaign Services for Enterprise Ireland

Description: Enterprise Ireland seeks Tenders for the Provision of Creative Campaign Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT)

Procedure identifier: faca872b-fdb9-4f8a-94f9-ba5edb17ceff

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1 Purpose

Main 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 technical ID: LOT-0001

Title: Mini Competition for Creative Campaign Services for Enterprise Ireland

Description: Enterprise Ireland seeks Tenders for the Provision of Creative Campaign 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

Main 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: 2024-04-04+01:00
Duration end date: 2028-04-03+01:00

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
Description: Quality
Description of the method to be used if weighting cannot be expressed by criteria: 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

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland
Organisation providing offline access to the procurement documents: Enterprise Ireland
TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 6 000 000 EUR

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:
Official name: Atomic Advertising Ltd
Tender:
Tender identifier: 000029077
Identifier of lot or group of lots: LOT-0001
Subcontracting value is known: no
Subcontracting percentage is known: no
Contract information:
Identifier of the contract: 400148
Date on which the winner was chosen: 2024-02-29+01:00

Date of the conclusion of the contract: 2024-04-04+01:00
The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Enterprise Ireland
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: Atomic Advertising Ltd
Registration number: 279207
Town: Dublin
Country: Ireland
Email: niall@atomic.ie
Telephone: 0874159369
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: 6470c481-7a79-4170-8119-b9b72cf06290 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 2024-04-09+01:00 08:59:54+01:00

Languages in which this notice is officially available: English

11.2 Publication information