

IRELAND: BUSINESS SERVICES: LAW, MARKETING, CONSULTING, RECRUITMENT, PRINTING AND SECURITY
MMP068F – 07 - RFT FOR MEDIA STRATEGY, PLANNING, AND BUYING SERVICES FOR THE HSE.

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: The Office of Government Procurement

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2 Procedure

2.1 Procedure

Title: MMP068F – 07 - RFT for Media Strategy, Planning, and Buying Services for the HSE.

Description: The Health Service Executive (HSE) ("the Client" or "Contracting Authority") seeks Tenders for the Provision of Media Strategy, Planning, and Buying Services.

Procedure identifier: e5d97599-1241-49c4-8478-c2a535f5e829

Type of procedure: Restricted

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: MMP068F – 07 - RFT for Media Strategy, Planning, and Buying Services for the HSE.

Description: The Health Service Executive (HSE) ("the Client" or "Contracting Authority") seeks Tenders for the Provision of Media Strategy, Planning, and Buying Services.

Internal identifier: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Options:

Description of the options: Any contract that may result from this competition will run for 48 months. The HSE reserves the right to extend the term for a further 12-month period, with a maximum of 2 such extensions with the same terms and conditions, subject to the DPS Client's obligations at law.

5.1.4 Renewal

Maximum renewals: 2

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 @ 60%

Criterion:

Type: Cost

Description: Cost @ 40%.

Description of the method to be used if weighting cannot be expressed by criteria: Most Economically Advantageous Tender

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 additional information about the procurement procedure: The Office of Government Procurement

Organisation signing the contract: The Office of Government Procurement

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 46 200 000 EUR

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Spark Foundry

Tender:

Tender identifier: MMP068F – 07

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: MMP068F – 07 – Contract

Date on which the winner was chosen: 22/11/2023

Date of the conclusion of the contract: 01/04/2024

The contract is awarded within a framework agreement: no

Organisation signing the contract: The Office of Government Procurement

8.1 ORG-0001

Official name: The Office of Government Procurement

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 additional information about the procurement procedure

Organisation signing the contract

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

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

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

8.1 ORG-0004

Official name: Spark Foundry

Registration number: IE299630

Postal address: 3rd Floor 1 Windmill Lane

Town: Dublin Docklands

Postcode: D02 F206

Country: Ireland

Email: Sandra.alvarez@onecore.ie

Telephone: +44 20 7190 8000

Internet address: <http://www.sparkfoundryww.com/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

11 Notice information

11.1 Notice information

Notice identifier/version: 1ab1c998-dfa2-44a0-8df0-4152086f6c90 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 29/04/2024 15:25 +01:00

Languages in which this notice is officially available: English

11.2 Publication information