

IRELAND: PUBLIC RELATIONS MANAGEMENT SERVICES STRATEGIC COMMUNICATIONS AND PUBLIC RELATIONS SUPPORT FOR COIMISIÚN NA MEÁN

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Coimisiún na Meán

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Strategic communications and public relations support for Coimisiún na Meán

Description: An Coimisiún seeks proposals from suitably qualified communications and public affairs providers firms or consultants (suppliers) to provide strategic communications support and advice to An Coimisiún.

Procedure identifier: 80a9ce64-f744-4699-8c96-844d38ea2c51

Previous notice: b9ab4cc8-6526-44c2-a80d-576ab3a35775-02

Type of procedure: Open

The procedure is accelerated: no

Justification for the accelerated procedure:

Main features of the procedure:

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 72212480 Sales, marketing and business intelligence software development services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 500 000 Euro

Maximum value of the framework agreement: 500 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Strategic Advisory

Description: An Coimisiún seeks proposals from suitably qualified communications and public affairs providers firms or consultants (suppliers) to provide strategic communications support and advice to An Coimisiún.

Internal identifier: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 72212480 Sales, marketing and business intelligence software development services

5.1.2 Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: Dublin, Ireland

5.1.5 Value

Estimated value excluding VAT: 500 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: Public Relations and Strategic Communications for CNAM

Social objective promoted: Other

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included with the following justification

5.1.10 Award criteria

Criterion:

Type: Quality

Name: Communications Clinic

Description: Economically advantageous to us

Fixed value (total): 76

Criterion:

Type: Quality

Name:

Description: The tender was the highest score in Quality of Resources Proposed

Weight (percentage, exact): 100

Fixed value (total): 76

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

Justification for not indicating the weighting of the award criteria:

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: Coimisiún na Meán

Organisation providing offline access to the procurement documents: Coimisiún na Meán

Organisation executing the payment: Coimisiún na Meán

TED eSender: European Dynamics S.A.

5.1 Lot technical ID: LOT-0002

Title: Public Relations and Public Affairs

Description: An Coimisiún seeks proposals from suitably qualified communications and public affairs providers firms or consultants (suppliers) to provide strategic communications support and advice to An Coimisiún.

Internal identifier: 2

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 72212480 Sales, marketing and business intelligence software development services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.5 Value

Estimated value excluding VAT: 500 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: Economically Advantageous

Social objective promoted: Other

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included with the following justification

5.1.10 Award criteria

Criterion:

Type: Quality

Name:

Description: Economically Advantageous

Weight (percentage, exact): 100

Fixed value (total): 76

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

Justification for not indicating the weighting of the award criteria:

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Coimisiún na Meán

Organisation executing the payment: Coimisiún na Meán

TED eSender: European Dynamics S.A.

5.1 Lot technical ID: LOT-0003

Title: Digital and Events

Description: An Coimisiún seeks proposals from suitably qualified communications and public affairs providers firms or consultants (suppliers) to provide strategic communications support and advice to An Coimisiún.

Internal identifier: 3

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 72212480 Sales, marketing and business intelligence software development services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: Dublin , Ireland

5.1.5 Value

Estimated value excluding VAT: 500 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: Advantageous to CNAM

Social objective promoted: Other

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included with the following justification

5.1.10 Award criteria

Criterion:

Type: Quality

Name: Alice PR

Description: This was more advantageous to us

Weight (percentage, exact): 100

Fixed value (total): 84

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

Justification for not indicating the weighting of the award criteria: 100

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Coimisiún na Meán

Organisation executing the payment: Coimisiún na Meán

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 439 836 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: The Communications Clinic Ltd

Tender:

Tender identifier: 000050209

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 407692

Date on which the winner was chosen: 18/06/2024

Date of the conclusion of the contract: 03/07/2024

The contract is awarded within a framework agreement: no

6.1 Result lot Identifier: LOT-0002

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: The Communications Clinic Ltd

Tender:

Tender identifier: 000050209
Identifier of lot or group of lots: LOT-0002
Subcontracting: No
Subcontracting value is known: no
Subcontracting percentage is known: no
Contract information:
Identifier of the contract: 407693
Date on which the winner was chosen: 18/06/2024
Date of the conclusion of the contract: 03/07/2024
The contract is awarded within a framework agreement: no

6.1 Result lot Identifier: LOT-0003

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Alice Public Relations
Tender:
Tender identifier: 000050225
Identifier of lot or group of lots: LOT-0003
Subcontracting: No
Subcontracting value is known: no
Subcontracting percentage is known: no
Contract information:
Identifier of the contract: 407694
Date on which the winner was chosen: 18/06/2024
Date of the conclusion of the contract: 19/07/2024
The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Coimisiún na Meán
Registration number: N/A
Postal address: 2-5 Warrington Place, Dublin, D02 XP29
Town: Dublin
Postcode: D02 XP29
Country: Ireland
Email: skennedy@bai.ie
Telephone: +3536441200
Internet address: <https://www.cnam.ie>
Buyer profile: <https://www.cnam.ie>
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents
Review organisation
Organisation executing the payment

8.1 ORG-0002

Official name: The Communications Clinic Ltd

Registration number: N/A

Town: Dublin

Country: Ireland

Email: aileen@communicationsclinic.ie

Telephone: 0 86 879 2458

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001 LOT-0002

8.1 ORG-0003

Official name: Alice Public Relations

Registration number: 581556

Postal address: The Old Barracks, 4A Lad Lane, Hagan's Court, Dublin 2

Town: Dublin

Postcode: D02T997

Country: Ireland

Email: martina@alicepr.com

Telephone: 01 558 215

Internet address: www.alicepr.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0003

8.1 ORG-0004

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-0005

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: cbba2f61-90fa-401c-86af-4b11721141c4 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 19/07/2024 11:01 +01:00

Languages in which this notice is officially available: English

11.2 Publication information