

IRELAND: MARKETING MANAGEMENT CONSULTANCY SERVICES EV2673C IUA RFT FOR THE PROVISION OF A DIGITAL COMMUNICATIONS AND MARKETING PROGRAMME FOR MICROCREDS

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Education Procurement Service (EPS)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: EV2673C IUA RFT for the provision of a Digital Communications and Marketing Programme for MicroCreds

Description: The IUA is currently seeking tenders to secure the provision of a highly experienced, professional, motivated, and engaged Digital and Content Marketing Agency to work exclusively with the IUA to build, develop and implement a fully integrated, fully managed, precisely targeted digital communications and marketing programme throughout 2024. The successful company will work with the IUA's MicroCreds Communications Manager and Project stakeholders to plan and implement a digital marketing strategy, comprising multiple campaigns for specific audiences with the aims of; • Increasing overall awareness of micro-credentials, • Driving traffic to and engagement with MicroCreds.ie, • Building awareness of partner course provisions to our target audiences, • Driving leads and interest with the ultimate goal of conversion to applications across each of our 7 project partner universities. Individual campaigns within the programme will be required and will deliver consistency and strength in brand. Activities carried out by the IUA will focus on key recruitment windows for our partner universities (outlined below) and will be supported by local activities carried out independently by partner universities. This digital programme will be supported by additional traditional marketing activities carried out independently by the IUA.

Procedure identifier: 1022c94d-f135-4b8b-b764-ea78d1259797

Previous notice: 478d8424-5a72-446d-a181-2221348bc2ca-03

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): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

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

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: Ireland

Anywhere in the given country

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: EV2673C IUA RFT for the provision of a Digital Communications and Marketing Programme for MicroCreds

Description: The IUA is currently seeking tenders to secure the provision of a highly experienced, professional, motivated, and engaged Digital and Content Marketing Agency to work exclusively with the IUA to build, develop and implement a fully integrated, fully managed, precisely targeted digital communications and marketing programme throughout 2024. The successful company will work with the IUA's MicroCreds Communications Manager and Project stakeholders to plan and implement a digital marketing strategy, comprising multiple campaigns for specific audiences with the aims of; • Increasing overall awareness of micro-credentials, • Driving traffic to and engagement with MicroCreds.ie, • Building awareness of partner course provisions to our target audiences, • Driving leads and interest with the ultimate goal of conversion to applications across each of our 7 project partner universities. Individual campaigns within the programme will be required and will deliver consistency and strength in brand. Activities carried out by the IUA will focus on key recruitment windows for our partner universities (outlined below) and will be supported by local activities carried out independently by partner universities. This digital programme will be supported by additional traditional marketing activities carried out independently by the IUA.

Internal identifier: EV2376C

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

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

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: Ireland

Anywhere in the given country

Additional information:

5.1.4 Renewal

The buyer reserves the right for additional purchases from the contractor, as described here: The Contracting Authority estimates that the expenditure on the Services to be covered by the proposed [Services Contracts] may amount to some €250,000 (excl. VAT) over the Term and any possible extensions. Note the initial total budget available for the specified campaign beginning in year one (1) of the contract is €190,000 (excl. VAT), with any additional spend and/or contract extensions dependent on the availability of future funding.

5.1.5 Value

Estimated value excluding VAT: 250 000 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: No strategic procurement

5.1.10 Award criteria

Criterion:

Type: Quality

Name:

Description: Campaign Planning and Implementation

Weight (percentage, exact): 25

Criterion:

Type: Quality

Name:

Description: Campaign Analysis & Reporting

Weight (percentage, exact): 25

Criterion:

Type: Quality

Name:

Description: Project Management

Weight (percentage, exact): 15

Criterion:

Type: Quality

Name:

Description: Sustainability

Weight (percentage, exact): 5

Criterion:

Type: Cost

Name:

Description: Ultimate Cost

Weight (percentage, exact): 30

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

Mediation organisation: The High Court of Ireland

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Education Procurement Service (EPS)

Organisation providing more information on the review procedures: The High Court of Ireland

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 250 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 250 000 Euro

6.1.2 Information about winners

Winner:

Official name: bigO

Tender:

Tender identifier: 000034691

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: 404323

Date on which the winner was chosen: 15/03/2024

Date of the conclusion of the contract: 18/06/2024

The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Education Procurement Service (EPS)

Registration number: IE 6609370 G

Postal address: Castletroy Limerick

Town: Limerick

Postcode: V94 DK53

Country: Ireland

Email: info@educationprocurementservice.ie

Telephone: 61233715

Internet address: <https://www.educationprocurementservice.ie/>

Buyer profile: <https://www.educationprocurementservice.ie/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: bigO

Registration number: 447314

Postal address: 9 Mount Street Crescent

Town: Dublin

Postcode: D02 X326

Country: Ireland

Email: ricky@bigo.ie

Telephone: 0868339858

Internet address: www.bigo.ie

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

Organisation providing more information on the review procedures

Mediation 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: 875f09e5-4cab-4d3c-819e-ec011fcf04e0 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 31/07/2024 02:27 +01:00

Languages in which this notice is officially available: English

11.2 Publication information