

IRELAND: ADVERTISING AND MARKETING SERVICES MMP068F – 12 – RFT FOR THE PROVISION OF MEDIA STRATEGY, PLANNING AND BUYING SERVICES FOR THE ROAD SAFETY AUTHORITY (RSA).

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Road Safety Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: MMP068F – 12 – RFT for the Provision of Media Strategy, Planning and Buying Services for the Road Safety Authority (RSA).

Description: The Road Safety Authority (RSA) ("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: e9cbf636-2499-431b-97a6-187674515298

Type of procedure: Restricted

Justification for the accelerated procedure:

Main features of the procedure:

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

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: MMP068F – 12 – RFT for the Provision of Media Strategy, Planning and Buying Services for the Road Safety Authority (RSA).

Description: The Road Safety Authority (RSA) ("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

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

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.5 Value

Estimated value excluding VAT: 17 000 000 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: Quality

Weight (points, exact): 60

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:

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: Road Safety Authority

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 17 000 000 Euro

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: 000042688

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: 409588

Date on which the winner was chosen: 26/06/2024

Date of the conclusion of the contract: 25/07/2024

The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Road Safety Authority

Registration number: IE3229842HH

Town: Dublin

Country: Ireland

Email: support@ogp.gov.ie

Telephone: +353 17738000

Internet address: <https://www.rsa.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: Spark Foundry

Registration number: IE299630

Town: Dublin

Country: Ireland

Email: sandra.alvarez@sparkfoundry.ie

Telephone: 0877409332

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: 0cd30d23-cc21-450a-8887-bb798f94c551 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 22/08/2024 11:21 +01:00
Languages in which this notice is officially available: English

11.2 Publication information