

IRELAND: MARKETING MANAGEMENT CONSULTANCY SERVICES REQUEST FOR TENDERS FOR DESIGN, DEVELOPMENT AND DELIVERY OF A MARKETING CAMPAIGN IN SUPPORT OF ECONOMIC DEVELOPMENT IN COUNTY DONEGAL.

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Donegal County Council_1193

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Request for Tenders for design, development and delivery of a marketing campaign in support of Economic Development in County Donegal.

Description: Donegal County Council is seeking a multi-disciplinary agency that will design, develop and deliver a targeted marketing campaign promoting County Donegal as a great place to live, work, invest and do business. This initiative will utilise the Donegal DNA placebrand and will build upon the success of the 2023 #MovetoDonegal Relocation campaign. The aim of this campaign is to successfully promote Donegal as a compelling destination for business development and investment and attract talent to the county by showcasing the diverse range of quality career opportunities available. In addition, this campaign will aim to highlight the superb quality of life offering that Donegal has along with the network of top quality co-working spaces and digital hubs available across the county.

Procedure identifier: 8a2d5a59-b760-4be7-8b78-58ff35f43f7d

Previous notice: bc6e089a-a82e-4aca-9540-aa176fe37d19-01

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): 79961100 Advertising photography services

Additional classification (cpv): 92111210 Advertising film production

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

Additional classification (cpv): 48480000 Sales, marketing and business intelligence software package

Additional classification (cpv): 48481000 Sales or marketing software package

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

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72212481 Sales or marketing software development services

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

Additional classification (cpv): 22460000 Trade-advertising material, commercial catalogues and manuals

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 50 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Request for Tenders for design, development and delivery of a marketing campaign in support of Economic Development in County Donegal.

Description: Donegal County Council is seeking a multi-disciplinary agency that will design, develop and deliver a targeted marketing campaign promoting County Donegal as a great place to live, work, invest and do business. This initiative will utilise the Donegal DNA placebrand and will build upon the success of the 2023 #MovetoDonegal Relocation campaign. The aim of this campaign is to successfully promote Donegal as a compelling destination for business development and investment and attract talent to the county by showcasing the diverse range of quality career opportunities available. In addition, this campaign will aim to highlight the superb quality of life offering that Donegal has along with the network of top quality co-working spaces and digital hubs available across the county.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 92111210 Advertising film production

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Additional classification (cpv): 22460000 Trade-advertising material, commercial catalogues and manuals

5.1.2 Place of performance

Country: Ireland
Anywhere in the given country
Additional information:

5.1.5 Value

Estimated value excluding VAT: 50 000 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: Cost

Name:

Description: Best pricing score along with highest marks achieved on other marking criteria

Weight (percentage, exact): 10

Criterion:

Type: Quality

Name:

Description: Methodology, experience and resources

Weight (percentage, exact): 90

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: Donegal County Council_1193

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 50 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: bigO

Tender:

Tender identifier: 000046995

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: 409617
Date of the conclusion of the contract: 02/05/2024
The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Donegal County Council_1193
Registration number: 2176
Postal address: County House
Town: Lifford
Postcode: F93 Y622
Country: Ireland
Email: procurement@donegalcoco.ie
Telephone: +353 749153900
Internet address: <https://www.donegalcoco.ie>
Buyer profile: <https://www.donegalcoco.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

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: ce9bd488-a17a-4a00-b81a-73610d3b4e0a - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 22/08/2024 11:32 +01:00

Languages in which this notice is officially available: English

11.2 Publication information