

# **Ireland: Advertising and marketing services**

## **HSE 18037 - Multi-Party Framework Agreement for the Provision of Creative Advertising Services for the Health Service Executive**

Contract or concession award notice – standard regime

### **1 Buyer**

---

#### **1.1 Buyer**

*Official name:* Health Service Executive (HSE)

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* Health

### **2 Procedure**

---

#### **2.1 Procedure**

*Title:* HSE 18037 - Multi-Party Framework Agreement for the Provision of Creative Advertising Services for the Health Service Executive

*Description:* Multi-Party Framework Agreement for the Provision of Creative Advertising Services to assist with the HSE's Health Education, Public Information and Behaviour Change Programmes.

*Procedure identifier:* 79364eaa-dd45-46cd-8e57-1452f71a4eab

*Type of procedure:* Restricted

*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):* 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

*Additional classification (cpv):* 79341500 Aerial advertising services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 92200000 Radio and television services

##### **2.1.2 Place of performance**

*Country:* Ireland

Anywhere in the given country

##### **2.1.3 Value**

*Maximum value of the framework agreement:* 5 000 000 Euro

##### **2.1.4 General information**

*Legal basis:*

Directive 2014/24/EU

### **5.1 Lot technical ID: LOT-0001**

*Title:* HSE 18037 - Multi-Party Framework Agreement for the Provision of Creative Advertising Services for the Health Service Executive

*Description:* Multi-Party Framework Agreement for the Provision of Creative Advertising Services to assist with the HSE's Health Education, Public Information and Behaviour Change Programmes.

*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

*Additional classification (cpv):* 79341500 Aerial advertising services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 92200000 Radio and television services

#### **5.1.2 Place of performance**

*Country:* Ireland

Anywhere in the given country

*Additional information:*

#### **5.1.5 Value**

*Estimated value excluding VAT:* 5 000 000 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:* Reduction of environmental impacts

*Description:* As part of the award criteria Tenderers were required to describe how describe their approach to sustainability in the context of delivering the requirements and specifications set out in this brief, providing clear and comprehensive details that demonstrate an understanding of HSE's requirements relating to the following:

Environmental considerations linked to the subject matter and Social considerations linked to the subject matter.

*Approach to reducing environmental impacts:* Other

*Approach to reducing environmental impacts:* Other

*Green Procurement Criteria:* EU Green Public Procurement criteria

#### **5.1.10 Award criteria**

*Criterion:*

*Type:* Price

*Name:* 30%

*Description:* Ultimate Cost

*Weight (percentage, exact):* 30

*Criterion:*

Type: Quality

Name: 65%

Description: Quality

Weight (percentage, exact): 70

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:

Framework agreement, without reopening of competition

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: Health Service Executive (HSE)

TED eSender: European Dynamics S.A.

## **6 Results**

---

### **6.1 Result lot Identifier: LOT-0001**

At least one winner was chosen.

#### **6.1.2 Information about winners**

Winner:

Official name: Publicis Dublin

Tender:

Tender identifier: 000046574

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411315

Date of the conclusion of the contract: 02/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: Core\_19912

Tender:

Tender identifier: 000046612

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411310

Date of the conclusion of the contract: 02/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: Connelly Partners

Tender:

Tender identifier: 000046607

Identifier of lot or group of lots: LOT-0001

*Subcontracting:* Not yet known

*Contract information:*

*Identifier of the contract:* 411313

*Date of the conclusion of the contract:* 02/09/2024

*The contract is awarded within a framework agreement:* no

*Winner:*

*Official name:* TBWADublin

*Tender:*

*Tender identifier:* 000046578

*Identifier of lot or group of lots:* LOT-0001

*Subcontracting:* Not yet known

*Contract information:*

*Identifier of the contract:* 411312

*Date of the conclusion of the contract:* 02/09/2024

*The contract is awarded within a framework agreement:* no

*Winner:*

*Official name:* Folk Wunderman Thompson

*Tender:*

*Tender identifier:* 000046580

*Identifier of lot or group of lots:* LOT-0001

*Subcontracting:* Not yet known

*Contract information:*

*Identifier of the contract:* 411311

*Date of the conclusion of the contract:* 02/09/2024

*The contract is awarded within a framework agreement:* no

*Winner:*

*Official name:* Deloitte Ireland LLP

*Tender:*

*Tender identifier:* 000046605

*Identifier of lot or group of lots:* LOT-0001

*Subcontracting:* Not yet known

*Contract information:*

*Identifier of the contract:* 411314

*Date of the conclusion of the contract:* 02/09/2024

*The contract is awarded within a framework agreement:* no

## 8 Organisations

---

### 8.1 ORG-0001

*Official name:* Health Service Executive (HSE)

*Registration number:* 1448

*Postal address:* Oak House, Millennium Park Naas Co. Kildare

*Town:* Kildare

*Postcode:* RE

*Country:* Ireland

*Email:* [procurement.helpdesk@hse.ie](mailto:procurement.helpdesk@hse.ie)

*Telephone:* +3531 5119700

*Internet address:* <https://www.hse.ie>

*Buyer profile:* <https://www.hse.ie>

*Roles of this organisation:*

*Buyer*

*Organisation providing offline access to the procurement documents*

#### **8.1 ORG-0002**

*Official name:* Publicis Dublin

*Registration number:* 38857

*Postal address:* Publicis Dublin, 7-11 Sir John Rogersons Quay

*Town:* Dublin

*Postcode:* D02 VC42

*Country:* Ireland

*Email:* [geraldine.jones@publicis.ie](mailto:geraldine.jones@publicis.ie)

*Telephone:* 0869481713

*Roles of this organisation:*

*Tenderer*

*Winner of these lots:* LOT-0001

#### **8.1 ORG-0003**

*Official name:* Core\_19912

*Registration number:* Core

*Postal address:* 1 WML

*Town:* Dublin 2

*Postcode:* D02 F206

*Country:* Ireland

*Email:* [dave.griffin@onecore.ie](mailto:dave.griffin@onecore.ie)

*Telephone:* 016496439

*Roles of this organisation:*

*Tenderer*

*Winner of these lots:* LOT-0001

#### **8.1 ORG-0004**

*Official name:* Connelly Partners

*Registration number:* 612266

*Postal address:* First Floor, Portview House.

*Town:* Dublin

*Postcode:* D04 V9Y9

*Country:* Ireland

*Email:* [vmcdermott@connellypartners.com](mailto:vmcdermott@connellypartners.com)

*Telephone:* 0876856045

*Internet address:* [www.connellypartners.com](http://www.connellypartners.com)

*Roles of this organisation:*

*Tenderer*

*Winner of these lots:* LOT-0001

#### **8.1 ORG-0005**

*Official name:* TBWADublin

*Registration number:* 1842772

*Postal address:* The Kodak Building, 41A Blackberry Lane, Rathmines, Dublin 6

*Town:* Dublin

*Postcode:* D06 AK24

*Country:* Ireland

Email: [paula.kelly@tbwa.com](mailto:paula.kelly@tbwa.com)

Telephone: 0862366512

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

#### 8.1 ORG-0006

Official name: Folk Wunderman Thompson

Registration number: 0

Postal address: 18-20 Northumberland Road

Town: Dublin 4

Postcode: D04 F782

Country: Ireland

Email: [louise.smith@folkwt.ie](mailto:louise.smith@folkwt.ie)

Telephone: 0876074377

Internet address: <https://www.wundermanthompson.com/ireland>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

#### 8.1 ORG-0007

Official name: Deloitte Ireland LLP

Registration number: NC001499

Postal address: Deloitte and Touche House

Town: Dublin 2

Postcode: D02 AY28

Country: Ireland

Email: [tenders@deloitte.ie](mailto:tenders@deloitte.ie)

Telephone: 01 417 3735

Internet address: [www.deloitte.com/ie](http://www.deloitte.com/ie)

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

#### 8.1 ORG-0008

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](mailto:HighCourtCentralOffice@courts.ie)

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

#### 8.1 ORG-0009

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens  
Country: Greece  
Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500  
Roles of this organisation:  
TED eSender

## 11 Notice information

---

### 11.1 Notice information

Notice identifier/version: 4f69a4e3-b527-44d9-b7f5-5f8ba9b4199d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 11/10/2024 12:41 +01:00

Languages in which this notice is officially available: English

### 11.2 Publication information