

Ireland: Advertising and marketing services

HSE 21721 Expression of Interest for Social and Digital Content and Social Media Management Services Framework for the HSE

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 21721 Expression of Interest for Social and Digital Content and Social Media Management Services Framework for the HSE

Description: The Health Service Executive (HSE) invites Expressions of Interest from service providers (candidates) for inclusion in a competition for appointment to a Framework Agreement for the provision of Social and Digital Content and Social Media Management Services to assist with the Health Services Executive's (HSE) Health Education, Public Information and Behaviour Change Programme

Procedure identifier: 706128ee-c3be-4a4a-8f45-9699fe729f90

Previous notice: 13991331-5b34-4729-b25f-8c647b7c3c2f-01

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): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 92200000 Radio and television services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 92111210 Advertising film production

2.1.3 Value

Maximum value of the framework agreement: 10 000 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: HSE 21721 Expression of Interest for Social and Digital Content and Social Media Management Services Framework for the HSE

Description: The Health Service Executive (HSE) invites Expressions of Interest from service providers (candidates) for inclusion in a competition for appointment to a Framework Agreement for the provision of Social and Digital Content and Social Media Management Services to assist with the Health Services Executive's (HSE) Health Education, Public Information and Behaviour Change Programme

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

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Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 92200000 Radio and television services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 92111210 Advertising film production

5.1.5 Value

Estimated value excluding VAT: 10 000 000 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

Green Procurement Criteria: EU Green Public Procurement criteria

5.1.10 Award criteria

Criterion:

Type: Price

Name:

Description: Ultimate Cost 30%

Weight (percentage, exact): 30

Criterion:

Type: Quality

Name:

Description: Quality 70%

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: Goosebump

Tender:

Tender identifier: 000051274

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411432

Date of the conclusion of the contract: 01/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: Pluto Communications Ltd

Tender:

Tender identifier: 000051355

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411436

Date of the conclusion of the contract: 01/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: Thinkhouse Ltd

Tender:

Tender identifier: 000051360

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411435

Date of the conclusion of the contract: 01/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: ebow_95851

Tender:

Tender identifier: 000051148

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411433

Date of the conclusion of the contract: 01/09/2024

The contract is awarded within a framework agreement: no

Winner:

Official name: Spark Foundry

Tender:

Tender identifier: 000051332

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 411434

Date of the conclusion of the contract: 01/09/2024

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

Telephone: 00000

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: Goosebump

Registration number: 0

Town: Dublin

Country: Ireland

Email: Sarah.love@goosebump.ie

Telephone: 00000000

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0003

Official name: Pluto Communications Ltd

Registration number: Pluto

Postal address: Frankfort House, Vergemont Hall, Clonskeagh

Town: Dublin

Postcode: D6

Country: Ireland

Email: anna@pluto.ie

Telephone: 0863963311

Internet address: www.pluto.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0004

Official name: Thinkhouse Ltd

Registration number: 351798

Postal address: Thinkhouse

Town: Dublin

Postcode: D08 AWH9

Country: Ireland

Email: david@thinkhousehq.com

Telephone: +353833095000

Internet address: www.thinkhousehq.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0005

Official name: ebow_95851

Registration number: 0

Town: Dublin

Country: Ireland

Email: nikki@ebow.ie

Telephone: 000000

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0006

Official name: Spark Foundry

Registration number: 0

Town: Dublin

Country: Ireland

Email: sandra.alvarez@sparkfoundry.ie

Telephone: 000000

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0007

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-0008

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: 1a2d431b-1da1-48ee-9504-08ce236f68da - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 11/10/2024 13:35 +01:00

Languages in which this notice is officially available: English

11.2 Publication information