

Ireland: Research laboratory services

Contract for Irish Beef EU and Uk Brand Health Tracking

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Bord Bia (Irish Food Board)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Contract for Irish Beef EU and Uk Brand Health Tracking

Description: Bord Bia's overall ambition is 'to nurture a thriving future' – for Irish farmers and for Irish food and drink companies. A key element in delivering this ambition is to build Irish food and drink (Food Brand Ireland) and further develop its proof points. Bord Bia does this by positioning Food Brand Ireland as natural and sustainable ('working in harmony with nature'). Key European markets for the brand of 'Irish Beef' are Germany (DE), Netherlands (NE), Italy (IT) and the United Kingdom (UK). In these markets, Bord Bia promotes 'Irish Beef' to its target market in a marketing campaign using various media in each market (i.e. TV, digital, outdoor, in-store, sponsorship and PR). The campaign in each market originates from the 'Food Brand Ireland' global brand strategy with specific adjustments for sector and market nuances. The primary marketing objective across all these markets is to build awareness for 'Irish Beef', as well as premiumising and driving preference for the brand. The business objective is to ultimately increase the frequency of purchase and consumption of 'Irish Beef' in these markets. Bord Bia wishes to commission a research programme in its key European markets to understand Irish beef branding and evaluate the effectiveness of related campaigns in each market.

Procedure identifier: ac98e101-6afc-4074-9d91-b54c65d10fbe

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): 73111000 Research laboratory services

Additional classification (cpv): 73200000 Research and development consultancy services

Additional classification (cpv): 73210000 Research consultancy services

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 60 000 Euro

2.1.4 General information

Legal basis:

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Contract for Irish Beef EU and UK Brand Health Tracking

Description: Bord Bia's overall ambition is 'to nurture a thriving future' – for Irish farmers and for Irish food and drink companies. A key element in delivering this ambition is to build Irish food and drink (Food Brand Ireland) and further develop its proof points. Bord Bia does this by positioning Food Brand Ireland as natural and sustainable ('working in harmony with nature'). Key European markets for the brand of 'Irish Beef' are Germany (DE), Netherlands (NE), Italy (IT) and the United Kingdom (UK). In these markets, Bord Bia promotes 'Irish Beef' to its target market in a marketing campaign using various media in each market (i.e. TV, digital, outdoor, in-store, sponsorship and PR). The campaign in each market originates from the 'Food Brand Ireland' global brand strategy with specific adjustments for sector and market nuances. The primary marketing objective across all these markets is to build awareness for 'Irish Beef', as well as premiumising and driving preference for the brand. The business objective is to ultimately increase the frequency of purchase and consumption of 'Irish Beef' in these markets. Bord Bia wishes to commission a research programme in its key European markets to understand Irish beef branding and evaluate the effectiveness of related campaigns in each market.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 73111000 Research laboratory services

Additional classification (cpv): 73200000 Research and development consultancy services

Additional classification (cpv): 73210000 Research consultancy services

5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 Value

Estimated value excluding VAT: 60 000 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: 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:

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: Bord Bia (Irish Food Board)

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 60 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: RED C Research and Marketing Ltd_59378

Tender:

Tender identifier: 000020327

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

Contract information:

Identifier of the contract: 395166

Date on which the winner was chosen: 31/08/2023

Date of the conclusion of the contract: 18/09/2023

The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: RED C Research and Marketing Ltd_59378

Registration number: 371854

Postal address: Ground Floor, Block G, Eastpoint Business Park, Alfie Byrne Road, Dublin 3.

Town: Dublin

Postcode: D03 H2N1

Country: Ireland

Email: louise.dumbrell@redcresearch.ie

Telephone: +35318186316

Internet address: www.redcresearch.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: 70945f3b-d2dc-42b1-a90c-aed7791b9d07 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 21/10/2024 11:35 +01:00

Languages in which this notice is officially available: English

11.2 Publication information