Ireland: Business services: law, marketing, consulting, recruitment, printing and security CFT for the Provision of Media Strategy, Planning and Buying Services to the HIA

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: The Health Insurance Authority
Legal type of the buyer: Body governed by public law, controlled by a central government authority
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: CFT for the Provision of Media Strategy, Planning and Buying Services to the HIA
Description: CFT for the Provision of Media Strategy, Planning and Buying Services to the HIA
Procedure identifier: e8c11be6-6b9d-458f-a9cd-6b56fb7559b3
Type of procedure: Open
Justification for the accelerated procedure:
Main features of the procedure:

2.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country

2.1.3 *Value*

Estimated value excluding VAT: 3 600 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: CFT for the Provision of Media Strategy, Planning and Buying Services to the HIA
Description: CFT for the Provision of Media Strategy, Planning and Buying Services to the HIA
Internal identifier: 1

5.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country
Additional information:

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:

5.1.12 ***Terms of procurement***
Information about review deadlines: No Review Deadlines

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 signing the contract: The Health Insurance Authority
TED eSender: European Dynamics S.A.

6 *Results*

Value of all contracts awarded in this notice: 3 600 000 *Euro*

6.1 ***Result lot Identifier*****: LOT-0001**
At least one winner was chosen.

6.1.2 ***Information about winners***
Winner:
Official name: Happy Marketing & Media Ltd (T/A Buymedia)
Tender:
Tender identifier: Buymedia Response 1

Identifier of lot or group of lots: LOT-0001
Value of the tender: 3 600 000 Euro
Subcontracting: No
Contract information:
Identifier of the contract: Buymedia Contract
Date on which the winner was chosen: 20/08/2024
Date of the conclusion of the contract: 01/11/2024
The contract is awarded within a framework agreement: *no*
Organisation signing the contract: The Health Insurance Authority

6.1.4 *Statistical information*

Received tenders or requests to participate:
Type of received submissions: Tenders
Number of tenders or requests to participate received: 2

8 *Organisations*

8.1 ORG-0001

Official name: The Health Insurance Authority
Registration number: Health Insurance Authority
Postal address: Beaux Lane House Mercer Street Lower Dublin 2
Town: Dublin
Postcode: D02 DH60
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: procurement@hia.ie
Telephone: 014060080
Internet address: https://www.hia.ie
Buyer profile: https://www.hia.ie
Roles of this organisation:
Buyer
Organisation signing the contract

8.1 ORG-0002

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 subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
Review organisation

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
TED eSender

8.1 ORG-0004
Official name: Happy Marketing & Media Ltd (T/A Buymedia)
Registration number: 567921
Town: Galway
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

11 *Notice information*

11.1 *Notice information*
Notice identifier/version: 14f9df5f-463a-480e-aeff-a6fbdac847df - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 27/12/2024 10:52 +00:00
Languages in which this notice is officially available: English

11.2 *Publication information*