

Ireland: Public relations services

The Provision of Communications and Public Relations Services for Strategic Marketing of the Springboard + Programme in 2025

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Higher Education Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: The Provision of Communications and Public Relations Services for Strategic Marketing of the Springboard + Programme in 2025

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2025. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Procedure identifier: 0fd0a345-7916-4741-9149-e5a3662c24e9

Previous notice: dae17d42-d141-41a8-9108-58606cd65633-01

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): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 145 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: The Provision of Communications and Public Relations Services for Strategic Marketing of the Springboard + Programme in 2025

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2025. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.5 Value

Estimated value excluding VAT: 145 000 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: Quality

Name:

Description: MEAT

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 100

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: MEAT

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 -
Information about review deadlines: MEAT
Organisation providing offline access to the procurement documents: Higher Education Authority -

6 Results

Value of all contracts awarded in this notice: 145 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Alice Public Relations

Tender:

Tender identifier: 000091243

Identifier of lot or group of lots: LOT-0001

Value of the tender: 145 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 416666

Date on which the winner was chosen: 21/02/2025

Date of the conclusion of the contract: 25/02/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

8 Organisations

8.1 ORG-0001

Official name: Higher Education Authority

Registration number: 001

Postal address: 3 Shelbourne Buildings, Crampton Avenue

Town: Dublin

Postcode: D04 C2Y6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: info@hea.ie

Telephone: 001

Internet address: www.hea.ie

Buyer profile: www.hea.ie

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Alice Public Relations

Registration number: 581556

Postal address: The Old Barracks, 4A Lad Lane, Hagan's Court, Dublin 2

Town: Dublin

Postcode: D02T997

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: martina@alicepr.com

Telephone: 01 558 215

Internet address: www.alicepr.com

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 subdivision (NUTS): Dublin (IE061)

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

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

11 Notice information

11.1 Notice information

Notice identifier/version: aca78a53-9ffd-4bfc-9435-0d31676af2ac - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 25/02/2025 10:35 +00:00

Languages in which this notice is officially available: English

11.2 Publication information