IRELAND: ADVERTISING AND MARKETING SERVICES
REQUEST FOR TENDER FOR MEDIA BUYING SERVICES

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: Skillnet Ireland
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Education

2 *Procedure*

2.1 *Procedure*

Title: Request for Tender for Media Buying Services
Description: The main objective of this RFT is to engage a media relations company to provide digital and radio media buying services to strengthen Skillnet Ireland's identity and positioning as Ireland's leading workforce development agency. We are seeking to increase key target audiences' understanding of what we do as a workforce development agency, the business impact of our Skillnet Business Networks and national initiatives, and demonstrate our achievements by enabling the leadership team to deliver the message nationally. We are looking to build our reputation and identity through consistent media engagement and to proactively deliver clear, accessible, timely, relevant and targeted information in ways that best meet our target stakeholder interests and needs. This partner will engage with Skillnet Ireland's in-house Marketing team to support the delivery of a Marketing action plan that aligns to, and delivers upon, the Statement of Strategy 2021 - 2025 which can be accessed at www.skillnetireland.ie/publication/statement-of-strategy-2021-2025 Skillnet Ireland operates to very high standards and we expect the successful service provider to: • take a strategic approach to developing Skillnet Ireland's media buying strategy. • recommend solutions that will make Skillnet Ireland more effective in reaching our audiences. • have previous experience in the delivery and management of media buying services, in particular, to other public bodies as well as to the private sector. • adopt a meticulous approach to quality control. • collaborate with the internal Marketing team and other external service providers in further developing Skillnet Ireland's brand identity and positioning within the market. Our strategy focuses on expanding and broadening our reach within five strategic growth areas - digital acceleration for business, talent for climate action, building SME leadership, supporting foreign direct investment (FDI) talent and strategic workforce innovation. The duration of the contract is for 6 months, commencing on 10 January 2023.
Procedure identifier: 2fd5df13-1ad8-468a-b15e-6706b5779b76
Previous notice: 9f97a05c-ac00-4bf3-9366-58fcdba1cf7f-01
Type of procedure: Open
The procedure is accelerated: *no*

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): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services

2.1.3 *Value*

Estimated value excluding VAT: 180 000 EUR

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: Request for Tender for Media Buying Services
Description: The main objective of this RFT is to engage a media relations company to provide digital and radio media buying services to strengthen Skillnet Ireland's identity and positioning as Ireland's leading workforce development agency. We are seeking to increase key target audiences' understanding of what we do as a workforce development agency, the business impact of our Skillnet Business Networks and national initiatives, and demonstrate our achievements by enabling the leadership team to deliver the message nationally. We are looking to build our reputation and identity through consistent media engagement and to proactively deliver clear, accessible, timely, relevant and targeted information in ways that best meet our target stakeholder interests and needs. This partner will engage with Skillnet Ireland's in-house Marketing team to support the delivery of a Marketing action plan that aligns to, and delivers upon, the Statement of Strategy 2021 - 2025 which can be accessed at www.skillnetireland.ie/publication/statement-of-strategy-2021-2025 Skillnet Ireland operates to very high standards and we expect the successful service provider to: • take a strategic approach to developing Skillnet Ireland's media buying strategy. • recommend solutions that will make Skillnet Ireland more effective in reaching our audiences. • have previous experience in the delivery and management of media buying services, in particular, to other public bodies as well as to the private sector. • adopt a meticulous approach to quality control. • collaborate with the internal Marketing team and other external service providers in further developing Skillnet Ireland's brand identity and positioning within the market. Our strategy focuses on expanding and broadening our reach within five strategic growth areas - digital acceleration for business, talent for climate action, building SME leadership, supporting foreign direct investment (FDI) talent and strategic workforce innovation. The duration of the contract is for 6 months, commencing on 10 January 2023.
Internal identifier: T2309

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): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services

5.1.5 *Value*

Estimated value excluding VAT: 180 000 EUR

5.1.6 *General information*

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA)

5.1.10 *Award criteria*

Criterion:
Type: Quality
Description: Quality @ 75%
Criterion:
Type: Cost
Description: Cost @ 25%

Description of the method to be used if weighting cannot be expressed by criteria: Most economically advantageous tender

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: Skillnet Ireland

Organisation signing the contract: Skillnet Ireland

TED eSender: European Dynamics S.A.

6 *Results*

Value of all contracts awarded in this notice: 180 000 EUR

6.1 *Result lot Identifier*: LOT-0001

At least one winner was chosen.

6.1.2 *Information about winners*

Winner:

Official name: Happy Marketing and Media Ltd T/A Buymedia

Tender:

Tender identifier: T2309

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: *no*

Subcontracting percentage is known: *no*

Contract information:

Identifier of the contract: T2309

Date on which the winner was chosen: 2024-01-17Z

Date of the conclusion of the contract: 2024-01-22Z

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

Organisation signing the contract: Skillnet Ireland

8 *Organisations*

8.1 ORG-0001

Official name: Skillnet Ireland

Registration number: 298694

Postal address: Fifth Floor, Q House, 76 Furze Road, Sandyford

Town: Dublin

Postcode: D18 E268

Country: Ireland

Email: procurement@skillnetireland.ie

Telephone: +353 12079630

Internet address: http://www.skillnetireland.ie

Buyer profile: http://www.skillnetireland.ie
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents
Organisation signing the contract

8.1 ORG-0002
Official name: Happy Marketing and Media Ltd T/A Buymedia
Registration number: 567921
Postal address: 22 Galway Technology Centre
Town: Galway
Postcode: H91X927
Country: Ireland
Email: hello@buymediahq.com
Telephone: +353 14433233
Internet address: https://www.buymediahq.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: 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: 29db5334-8f8d-45dc-ac77-ad3cf86249b5 - 01
Form type: Result

Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 2024-03-14Z 10:43:54Z
Languages in which this notice is officially available: English

11.2 ***Publication information***