Ireland: Marketing management consultancy services
CFT 3592 - Single-Party Framework for the provision of Brand Strategy Services

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: South Dublin County Council
Legal type of the buyer: Local authority
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: CFT 3592 - Single-Party Framework for the provision of Brand Strategy Services
Description: Single Party framework for the provision of Brand Strategy Service, South Dublin County Council are looking to formally review our brand strategy and architecture. This exercise will then inform a review of the brand applications, produce a consolidated design approach, and culminate in a new set of living brand guidelines with an appropriate guardianship model.
Procedure identifier: a230f83d-3a86-41c0-9bdc-94e45837244d
Previous notice: 5750ced9-4d57-40e8-aadb-c4b6857dd576-01
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): 79413000 Marketing management consultancy services
Additional classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341100 Advertising consultancy services
Additional classification (cpv): 79342000 Marketing services

2.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country

2.1.3 *Value*

Estimated value excluding VAT: 180 000 *Euro*
Maximum value of the framework agreement: 180 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: CFT 3592 - Single-Party Framework for the provision of Brand Strategy Services

Description: Single Party framework for the provision of Brand Strategy Service, South Dublin County Council are looking to formally review our brand strategy and architecture. This exercise will then inform a review of the brand applications, produce a consolidated design approach, and culminate in a new set of living brand guidelines with an appropriate guardianship model.

Internal identifier: 0

5.1.1 *Purpose*

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79342000 Marketing services

5.1.2 *Place of performance*

Country: Ireland

Anywhere in the given country

Additional information:

5.1.3 *Estimated duration*

Start date: 02/08/2024

Duration: 4 *Year*

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: Award Criteria - Commitment to Sustainability and Environmental Impact

Approach to reducing environmental impacts: Climate change mitigation

Green Procurement Criteria: National Green Public Procurement criteria

5.1.10 *Award criteria*

Criterion:

Type: Quality

Name:

Description: Quality @ 80%

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

Award criterion number: 80

Criterion:

Type: Price

Name:

Description: Price @ 20%

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

Award criterion number: 20

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: Please see tender documents for more information

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 -

Information about review deadlines: Please see tender documents for more information

Organisation providing offline access to the procurement documents: South Dublin County Council -

6 *Results*

Maximum value of the framework agreements in this notice: 180 000 *Euro*

Approximate value of the framework agreements: 180 000 *Euro*

6.1 *Result lot Identifier*: LOT-0001

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 180 000 *Euro*

Re-estimated value of the framework agreement: 180 000 *Euro*

6.1.2 *Information about winners*

Winner:

Official name: Image Now_35305

Tender:

Tender identifier: 000059296

Identifier of lot or group of lots: LOT-0001

Value of the tender: 180 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 418390

Date on which the winner was chosen: 19/07/2024

Date of the conclusion of the contract: 02/08/2024

Information about European Union funds

Identifier of EU funds: None

6.1.4 *Statistical information*

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8 *Organisations*

8.1 ORG-0001

Official name: South Dublin County Council

Registration number: 9509808P

Postal address: County Hall, Tallaght, Dublin 24, D24 YNN5
Town: Dublin
Postcode: D24 YNN5
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: procurement@sdublincoco.ie
Telephone: +3531 4149320
Internet address: https://www.sdcc.ie
Buyer profile: https://www.sdcc.ie
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents

8.1 ORG-0002
Official name: Image Now_35305
Registration number: 6599560M
Town: 37 Drury St.,
Postcode: Dublin 2
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: amy@imagenow.ie
Internet address: www.imagenow.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 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: 81ccbe02-0842-4d76-9eef-0b3c887b86e0 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 08/04/2025 15:50 +01:00
Languages in which this notice is officially available: English

11.2 *Publication information*