

Ireland: Advertising services

MH 09/23 Media Planning and Buying Framework

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Bord na Móna PLC

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting entity: Electricity-related activities

2 Procedure

2.1 Procedure

Title: MH 09/23 Media Planning and Buying Framework

Description: Expressions of interest are invited from suitably qualified Applicants interested in being considered for the provision of media planning and buying services. Contracting Entity believes in engaging with their agencies, at all times, using a fully collaborative and partnership approach. The Contracting Entity has a requirement for a media planning and buying agency, to manage future media purchasing requirements, supporting the Contracting Entity's intended always-on campaign. The service provider appointed, will specifically provide media planning and buying services to support delivery of brand, marketing and communications objectives. The scope of services is anticipated to include development of strategic media channel plans for use across multiple communications channels as deemed relevant to achieving the objectives set and recommended targeting plan within the budget available. The framework will include but not be limited to the provision of: • A strong Strategic Planning capability and demonstration of quality delivery of fully integrated campaigns is key. • Assistance with the planning, design, deployment and analysis of benchmarking research and tracking research (e.g., for the purpose of determining audience reach, solutions to deal with weaknesses and shortcomings and full reporting on outcomes, as the Contracting Entity may require). • Presentation of solutions based on briefs supplied by the Contracting Entity. • Advice and assistance on any issues arising in connection with integrated marketing communications campaigns undertaken by the Contracting Entity. • Managing all aspects of the media channel management as and when required by the Contracting Entity, including strategic advice and support for sponsorships. • Consideration and review of current or upcoming business ambitions and/or challenges and providing proposals and preparing recommendations. • Advising the Contracting Entity in relation to Official Languages Act obligations with a view to ensuring full compliance with the provisions of this Agreement. • Liaising directly with other Contracting Entity contractors and any other third parties as the Contracting Entity may require. • Cooperating and working with Contracting Entity's other communication agencies (including its strategic creative agency and its public relations agency). • The operation of a rigorous project management and quality control system to monitor the provisions of the Services in accordance with the practices and procedures approved by the Contracting Entity.

Procedure identifier: 5adbd3a9-9bf6-4ec1-941d-417d7f0c85f5

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

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): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services
Additional classification (cpv): 79342000 Marketing services
Additional classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341100 Advertising consultancy services
Additional classification (cpv): 92111220 Advertising video-tape production

2.1.2 Place of performance

Country: Ireland
Anywhere in the given country

2.1.4 General information

Legal basis:
Directive 2014/25/EU

5 Lot

5.1 Lot technical ID: LOT-0001

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341200 Advertising management services
Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79342000 Marketing services
Additional classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341100 Advertising consultancy services
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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

5.1.15 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
Organisation providing additional information about the procurement procedure: Bord na Móna PLC
Organisation providing offline access to the procurement documents: Bord na Móna PLC
TED eSender: European Dynamics S.A.

6 Results

Approximate value of the framework agreements: 0 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.
Framework agreement:
Re-estimated value of the framework agreement: 0 Euro

6.1.2 Information about winners

Winner:
Official name: Havas Media
Tender:
Tender identifier: 000068750
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 414392
Date of the conclusion of the contract: 03/12/2024
The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: Bord na Móna PLC

Registration number: 297717

Postal address: Main Street

Town: Newbridge

Postcode: W12 XR59

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: renewablesprocurement@bnm.ie

Telephone: +35345439000

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

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Havas Media

Registration number: 178349

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: gareth.fitzpatrick@havasmedia.com

Telephone: 00

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: 23bf489f-f34d-4d9d-b6fe-9bc50e2b54e0 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 10/12/2024 17:21 +00:00
Languages in which this notice is officially available: English

11.2 Publication information