

Ireland: Market research services

23/009 - Multi Supplier Framework for the Provision of Market Research Services to Gas Networks Ireland

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Gas Networks Ireland

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

Activity of the contracting entity: Production, transport or distribution of gas or heat

2 Procedure

2.1 Procedure

Title: 23/009 - Multi Supplier Framework for the Provision of Market Research Services to Gas Networks Ireland

Description: The scope of work is for the Provision of Market Research Services for Gas Networks Ireland and its subsidiaries. This will cover market research activities for a period of five years with an option to extend for a further period, up to a maximum of 3 years. (1+1+1) at the sole discretion of Gas Networks Ireland Gas Networks Ireland requires both regular and ad hoc qualitative and quantitative market research, via national representative consumer panels. The research outcome and insight generation lead and support strategy and planning activities. The services will be across the following range of market research, including but not limited to: • Brand Sentiment • Communication and Advertising • Attitudes, opinions and behaviours within the consumer and business environment Successful candidates will be required to provide Gas Networks Ireland and its subsidiaries with specific types of research services required to facilitate the business needs of Gas Networks Ireland and its subsidiaries. The range of methodologies and capabilities must be provided in line with best practice and include full engagement with Gas Networks Ireland using a range of industry best capabilities and resources including visual communications and insights to action workshops and immersions. Please refer to Appendix 3 for detailed Scope

Procedure identifier: f689d3b4-607b-437d-b99a-08cd18c46ad0

Previous notice: d5690722-c931-4587-9525-19fc63689799-01

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): 79310000 Market research services

Additional classification (cpv): 79330000 Statistical services

Additional classification (cpv): 79342310 Customer survey services

Additional classification (cpv): 79342311 Customer satisfaction survey

Additional classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79311000 Survey services

Additional classification (cpv): 79311100 Survey design services

Additional classification (cpv): 79311200 Survey conduction services

Additional classification (cpv): 79311210 Telephone survey services

Additional classification (cpv): 79311300 Survey analysis services
Additional classification (cpv): 79312000 Market-testing services
Additional classification (cpv): 79314000 Feasibility study
Additional classification (cpv): 79315000 Social research services
Additional classification (cpv): 79320000 Public-opinion polling services

2.1.2 Place of performance

Country: Ireland
Anywhere in the given country

2.1.3 Value

Maximum value of the framework agreement: 2 550 774 Euro

2.1.4 General information

Legal basis:
Directive 2014/25/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: 23/009 - Multi Supplier Framework for the Provision of Market Research Services to Gas Networks Ireland

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Internal identifier: 0

5.1.1 Purpose

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Additional classification (cpv): 79320000 Public-opinion polling services

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: Price

Name:

Description: (MEAT) Price & Quality

Criterion:

Type: Quality

Name:

Description: (MEAT) Price & Quality

Description of the method to be used if weighting cannot be expressed by criteria:

Justification for not indicating the weighting of the award criteria:

5.1.15 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: Gas Networks Ireland -

Organisation providing offline access to the procurement documents: Gas Networks Ireland -

Organisation providing more information on the review procedures: The High Court of Ireland -

6 Results

Maximum value of the framework agreements in this notice: 2 550 774 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 2 550 774 Euro

6.1.2 Information about winners

Winner:

Official name: Ipsos B and A

Tender:

Tender identifier: IPSOS Ltd

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 23/009 Market Research Services Framework

Date on which the winner was chosen: 13/02/2025

Date of the conclusion of the contract: 13/05/2025

Winner:

Official name: Amarach Research_8337

Tender:

Tender identifier: O'Neill Amarach Consultants Ltd

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 23/009 Market Research Services Framework (1)

Date on which the winner was chosen: 13/02/2025

Date of the conclusion of the contract: 13/05/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Requests to participate

Number of tenders or requests to participate received: 3

8 Organisations

8.1 ORG-0001

Official name: Gas Networks Ireland

Registration number: 555744

Postal address: Gasworks Road

Town: Cork

Postcode: T12RX96

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: Tenders@gasnetworks.ie

Telephone: +35300000000

Internet address: www.gasnetworks.ie

Buyer profile: www.gasnetworks.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: Ipsos B and A

Registration number: 102171

Postal address: Milltown House, Mt St Annes, Milltown Road, Dublin 6

Town: Dublin 6

Postcode: D06 Y822

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: brenda@banda.ie

Telephone: 012057500

Fax: 012057522

Internet address: www.banda.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0003

Official name: Amarach Research_8337

Registration number: 142088

Postal address: 13 Baggot Street Upper 2nd Floor

Town: Dublin 4

Postcode: D04W7K5

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: michael.mcloughlin@amarach.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0004

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

Organisation providing more information on the review procedures

8.1 ORG-0005

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: 35b0764f-ca85-47d9-bd28-55796f5eee04 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 10/06/2025 08:33 +01:00

Languages in which this notice is officially available: English

11.2 Publication information