

IRELAND: MARKETING MANAGEMENT CONSULTANCY SERVICES THE PROVISION OF COMMUNICATIONS AND PUBLIC RELATIONS SERVICES FOR STRATEGIC MARKETING OF THE SPRINGBOARD + AND HUMAN CAPITAL INITIATIVE PILLAR 1 PROGRAMMES IN 2024

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 + and Human Capital Initiative Pillar 1 Programmes in 2024

Description: The types of services for this contract includes a comprehensive range of activities to effectively market the Springboard + and HCI Pillar 1 programmes. This encompasses in depth analysis of target demographics, development of distinct marketing strategies for various audience segments including a specific focus on recent graduates for the HCI Pillar 1 initiative. The approach integrates digital marketing, social media engagement, and traditional advertising supported by market research.

Procedure identifier: 1acec2fa-a28b-4a8b-9be0-a1e46a7b8c91

Previous notice: d0fbcd08-a6e6-434b-88cc-d9a1a5faf2ef-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): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 150 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: The Provision of Communications and Public Relations Services for Strategic Marketing of the Springboard + and Human Capital Initiative Pillar 1 Programmes in 2024

Description: The types of services for this contract includes a comprehensive range of activities to effectively market the Springboard + and HCI Pillar 1 programmes. This encompasses in depth analysis of target demographics, development of distinct marketing strategies for various audience segments including a specific focus on recent graduates for the HCI Pillar 1 initiative. The approach integrates digital marketing, social media engagement, and traditional advertising supported by market research.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.5 Value

Estimated value excluding VAT: 150 000 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: Price - 40% Approach/Proposed team - 50% Understanding - 10%

Weight (percentage, exact): 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:

5.1.15 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: Higher Education Authority

TED eSender: European Dynamics S.A.

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: 000044599

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 406097

Date of the conclusion of the contract: 16/04/2024

The contract is awarded within a framework agreement: no

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: 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: 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: 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: 7ecd019e-e12f-400d-8fc7-9481a9a07400 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 22/07/2024 12:36 +01:00

Languages in which this notice is officially available: English

11.2 Publication information