

Responses to all queries

Note: In view of the delay in responding to queries, we have extended the deadline for tender submissions to 20th August 2026 at 17.00.

Note 2: The first call off for this campaign is no longer expected for delivery in October 2026. Instead, the expected delivery is December 2026, with the first wave of the campaign running from December 26th 2026 until end January 2027, and then continuing in bursts until mid-2027.

Note 3: We encourage you to quote for a broad range of potential formats, including video material intended for television and cinema advertising.

Supplier 1

1. Is it correct to assume that this campaign is targeting survivors of legacy/historic rather than very recent abuse? Can you put time limits/parameters on this?

The campaign is not defined by a fixed time period since the abuse occurred, and Dublin Rape Crisis Centre does not apply a temporal threshold to eligibility for its services.

2. Can you share the statistics or percentage indication as to the calls of historic vs recent abuse survivors calling the helpline?

We do not have data available directly on the recency of abuse. However, 21.3% of callers had experienced abuse in childhood or childhood and adulthood, with the rest experiencing it in adulthood.

3. Can we see the research in relation to why only one in five of those affected will consult a support service?

The CSO research mentioned is available on the CSO website, for example at <https://www.cso.ie/en/releasesandpublications/ep/p-svsde/sexualviolencesurvey2022disclosureofexperiences/adultexperiencesdisclosure-police/>

4. The brief states that one of the reasons that victims don't come forward is because they feel that their experience 'was not serious enough'. Could you give any more information on this?

This is self-reporting from the CSO survey linked above. There are many reasons for this; one, for example, may be that people minimise their experience against an imagined threshold of severity, for example one shaped by media depictions of stranger attacks involving visible violence.

5. With reference to the older male callers directly corresponding to a burst on RTÉ Radio 1 Liveline over a two-week period: are you referring to a paid media burst only, or was there a discussion/content on the programme about male victims during that time?

It was paid only.

6. Can you share statistics around demographics (age, nationality, ethnicity) who avail of the services, and any research that demonstrates clearly the demographics that avoid it?

Please see the graphs below regarding demographic data for our National Helpline in 2025.

Table 4: Gender of contacts

Gender	Number of contacts	% of contacts
Female	16,802	70.2%
Male	2,810	11.7%
Other	102	0.4%
Unknown	4,241	17.7%

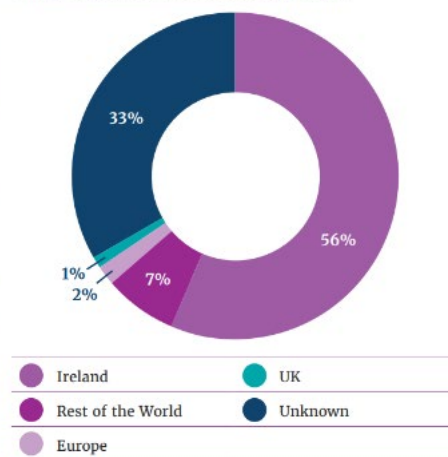
Table 5: Breakdown of contacts by age

Age cohort	Number of contacts	% of contacts
Aged under 16 years	129	0.5%
Aged 16–17 years	335	1.4%
Aged 18–23 years	1,886	7.9%
Aged 24–29 years	2,537	10.6%
Aged 30–39 years	3,078	12.8%
Aged 40–49 years	2,726	11.4%
Aged 50–59 years	2,786	11.6%
Aged 60 years and over	1,217	5.1%
Unknown	9,261	38.7%

Table 6: Breakdown of contacts by geographic location

Location of contact	Number of contacts	% of contacts
Dublin	9,984	41.7%
Elsewhere in Ireland	4,324	18.1%
Outside of Ireland	81	0.3%
Unknown	9,566	39.9%

Figure 1: Breakdown of contacts by origin



More data can be found in our Annual Report 2025:

<https://www.drcc.ie/news-resources/resources/dublin-rape-crisis-centre-annual-report-2025/>

7. What does an increase in phone calls and contacts do to the system? Are waiting times affected, and how does the centre manage these spikes in activity/pressure?

There is sufficient latent capacity in the helpline system to deal with spikes, especially where these can be flagged in advance.

8. The SOW asks for an assessment of the current body of creative work, towards a potential refresh or change in direction. Does the 3rd Wave still continue as Signs of Hope, or is there an appetite to move it on from there completely? Is the new creative to work under the umbrella creative platform of Signs of Hope?

The intention is for Signs of Hope to continue as the umbrella platform and Wave 3 is an evolution within it. That said, tenderers could recommend replacement, with reasoning, as part of the assessment deliverable.

Supplier 2

- Whether the 10-page limit includes the cover and contents pages

A cover and contents pages will not be counted within the limit.

- Is there a page limit for the team PDF

There is no limit for the team PDF.

- Do you expect indicative creative work at tender stage

We do not expect indicative creative work at tender stage

- Are there existing Signs of Hope brand assets, results or campaign materials available for us to review

Existing material is available here: <https://www.drcc.ie/signsofhope/>

- Are you looking for this in the response: *"A report reviewing campaign design and performance to date, with recommendations for an updated campaign that preserves the core aims and reaches the core audiences."*

No, this would be produced by the awarded tenderer.

- You mention audience research in the brief, ie. the largest group who did not seek support, is it possible to share any of this please?

The CSO research mentioned is available on the CSO website, for example at <https://www.cso.ie/en/releasesandpublications/ep/p-svsde/sexualviolencesurvey2022disclosureofexperiences/adultexperiencesdisclosure-police/>

- Does the budget outlined (€30,750 inclusive of VAT), include third party costs? (eg. voiceover artist, photography/images etc?)

Yes, all costs must be included.

Supplier 3

Participation and documentation for sole traders

Sole traders are fully eligible to tender. Where a tenderer does not hold a CRO company number, the following are acceptable in place of the items listed:

- In place of a company registration number: a copy of the Certificate of Registration of Business Name issued by the Companies Registration Office, together with the RBN number. A tenderer trading under their own name without a registered business name may instead provide proof of identity and confirmation of their trading address.
- In place of a VAT number: the tenderer's Revenue tax reference number for Income Tax purposes and Tax Clearance Access Number (TCAN) alongside their Tax Reference Number.

Subcontractor costs within the first call-off fee

A single tenderer may propose to deliver elements of the work through named freelance subcontractors without forming a joint venture, consortium or other formal grouping. The tenderer remains the sole contracting party and retains full responsibility for delivery, quality and compliance.

Tenderers relying on subcontractors should name them in their submission, describe the elements of the work each will deliver, and set out the basis on which their availability is secured. Dublin Rape Crisis Centre reserves the right to require notification and approval of any substitution of a named subcontractor during the contract term.

All subcontractor costs are to be included within the €30,750 inclusive first call-off fee. No additional or pass-through charges will be accepted outside that figure.

Note that where a tenderer is relying on the capacity of a subcontractor to meet a qualification requirement, rather than simply using them to deliver work, that reliance must be declared and evidenced.

Weighting within Criterion E

The evaluation panel will assess the two elements together, considering the overall value offered across the anticipated life of the framework rather than scoring each element separately and combining the results.

Tenderers should therefore ensure both elements are competitive and internally consistent, since a low first call-off price supported by a high rate card, or vice versa, will not score well.

Access to existing campaign assets

At contract award, the successful tenderer will be given access to all available assets from previous iterations of the campaign.

Media buying agency appointment

A media buying agency has not yet been appointed for Wave 3. Media buying is being procured separately through a parallel framework competition.

Presentation stage logistics

Presentations will be held in person at Dublin Rape Crisis Centre's offices. A virtual option will be made available on request to tenderers based outside Dublin or where travel would present a barrier.

Shortlisted tenderers will be notified by email and given a minimum of five working days' notice of their presentation slot.