

# Ireland: Advertising and marketing services

## INVITATION TO TENDER TO ESTABLISH A SINGLE PARTY FRAMEWORK FOR MEDIA STRATEGY, PLANNING AND BUYING ADVERTISING SERVICES

Contract or concession notice – standard regime - Change

### 1 Buyer

---

#### 1.1 Buyer

*Official name:* An Coimisiún Toghcháin, The Electoral Commission

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* General public services

### 2 Procedure

---

#### 2.1 Procedure

*Title:* INVITATION TO TENDER TO ESTABLISH A SINGLE PARTY FRAMEWORK FOR MEDIA STRATEGY, PLANNING AND BUYING ADVERTISING SERVICES

*Description:* An Coimisiún Toghcháin invites tenders from service providers for the provision of Media Strategy, Planning and Buying Advertising Communications Services

*Procedure identifier:* 24e18d73-bb98-4866-be7c-a3f014710318

*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):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341000 Advertising services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79341200 Advertising management services

*Additional classification (cpv):* 79341400 Advertising campaign services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 92200000 Radio and television services

##### 2.1.2 Place of performance

*Country:* Ireland

Anywhere in the given country

##### 2.1.3 Value

*Maximum value of the framework agreement:* 8 500 000 Euro

##### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

##### 2.1.5 Terms of procurement

*Terms of submission:*

*Maximum number of lots for which one tenderer can submit tenders: 0*

### **2.1.6 Grounds for exclusion**

Agreements with other economic operators aimed at distorting competition: All exclusion grounds apply. Tenderers must complete the ESPD in the eligibility envelope.

5 Lot

---

### **5.1 Lot technical ID: LOT-0001**

*Title:* INVITATION TO TENDER TO ESTABLISH A SINGLE PARTY FRAMEWORK FOR MEDIA STRATEGY, PLANNING AND BUYING ADVERTISING SERVICES

*Description:* An Coimisiún Toghcháin invites tenders from service providers for the provision of Media Strategy, Planning and Buying Advertising Communications Services

*Internal identifier:* 0

#### **5.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341000 Advertising services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79341200 Advertising management services

*Additional classification (cpv):* 79341400 Advertising campaign services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 92200000 Radio and television services

#### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Additional information:*

#### **5.1.3 Estimated duration**

*Duration:* 60 Month

#### **5.1.5 Value**

*Estimated value excluding VAT:* 8 500 000 Euro

*Maximum value of the framework agreement:* 8 500 000 Euro

#### **5.1.6 General information**

*Reserved participation:* Participation is not reserved.

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

#### **5.1.9 Selection criteria**

*Criterion:*

*Type:* Other

*Description:* Please refer to the tender documents for all selection criteria.

### 5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=4731493>

### 5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=4731493>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 04/02/2025 12:00 +00:00

Information about public opening:

Opening date: 04/02/2025 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=4731493>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

### 5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Justification for the duration of the framework agreement: The maximum duration of the framework is up to five years. See Tender documents

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

### 5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: An Coimisiún Toghcháin, The Electoral Commission

Organisation receiving requests to participate: An Coimisiún Toghcháin, The Electoral Commission

Organisation processing tenders: An Coimisiún Toghcháin, The Electoral Commission

TED eSender: European Dynamics S.A.

## 8 Organisations

---

### 8.1 ORG-0001

Official name: An Coimisiún Toghcháin, The Electoral Commission

Registration number: 0000

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [Karen.Kehily@electoralcommission.ie](mailto:Karen.Kehily@electoralcommission.ie)

Telephone: 01 888 2770

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

### 8.1 ORG-0002

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](mailto:HighCourtCentralOffice@courts.ie)

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

### 8.1 ORG-0003

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](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

## 10 Change

---

Version of the previous notice to be changed: f923d8a3-ac2c-47c4-870a-fbf63b6dcfc9-01

Main reason for change: Information updated

Description: Closing Date for Submissions has been extended to the 4th of February 2025

## 11 Notice information

---

### 11.1 Notice information

Notice identifier/version: d23bfa30-2b4d-4039-a02e-5dfac109a03 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

*Notice dispatch date:* 20/12/2024 10:32 +00:00

*Languages in which this notice is officially available:* English

## **11.2 Publication information**