

# Ireland: Advertising services

## MMP078F Framework Agreement for Media Buying Services (Public Information Notices) for the Public Sector

Contract or concession notice – standard regime

### 1 Buyer

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#### 1.1 Buyer

*Official name:* The Office of Government Procurement

*Legal type of the buyer:* Central government authority

*Activity of the contracting authority:* General public services

### 2 Procedure

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#### 2.1 Procedure

*Title:* MMP078F Framework Agreement for Media Buying Services (Public Information Notices) for the Public Sector

*Description:* In summary, the Services comprise: \* Managing the media planning and buying activities of Framework Client(s) requiring public information notices and/or recruitment advertising; \* Planning and buying media across press (national and local), digital (including social media) and audio channels; \* Buying media applying the prices tendered (i.e. guaranteed percentage discounts on published rate cards for selected publications/platforms); \* Leveraging any market opportunities to exceed these prices, for example by availing of short term special offers, seasonal discounts or other tactical buying strategies; \* Negotiating media prices for specialist media titles, digital platforms or other channels, if required (these may include international channels); \* Framework Clients will on occasion require full production of press and/or digital advertisements (e.g. templates/layout/typesetting), and may also require recording of content for audio advertisements. \* Comply at all times with the requirements of the Official Languages Acts 2003 (Section 10) and 2021.

*Procedure identifier:* 844db26c-c961-4693-9077-ffa2d25343ea

*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):* 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):* 79340000 Advertising and marketing services

##### 2.1.2 Place of performance

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

*Country:* Ireland

##### 2.1.3 Value

*Maximum value of the framework agreement:* 35 000 000 Euro

##### 2.1.4 General information

Legal basis:

Directive 2014/24/EU

## 5 Lot

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### 5.1 Lot technical ID: LOT-0001

*Title:* MMP078F Framework Agreement for Media Buying Services (Public Information Notices) for the Public Sector

*Description:* In summary, the Services comprise: \* Managing the media planning and buying activities of Framework Client(s) requiring public information notices and/or recruitment advertising; \* Planning and buying media across press (national and local), digital (including social media) and audio channels; \* Buying media applying the prices tendered (i.e. guaranteed percentage discounts on published rate cards for selected publications/platforms); \* Leveraging any market opportunities to exceed these prices, for example by availing of short term special offers, seasonal discounts or other tactical buying strategies; \* Negotiating media prices for specialist media titles, digital platforms or other channels, if required (these may include international channels); \* Framework Clients will on occasion require full production of press and/or digital advertisements (e.g. templates/layout/typesetting), and may also require recording of content for audio advertisements. \* Comply at all times with the requirements of the Official Languages Acts 2003 (Section 10) and 2021.

*Internal identifier:* 0

#### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main 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):* 79340000 Advertising and marketing services

#### 5.1.2 Place of performance

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

*Country:* Ireland

*Additional information:*

#### 5.1.3 Estimated duration

*Start date:* 09/12/2025

*Duration:* 4 Year

#### 5.1.5 Value

*Estimated value excluding VAT:* 35 000 000 Euro

*Maximum value of the framework agreement:* 35 000 000 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

*Information about previous notices:*

*Identifier of the previous notice:* 111813-2025

#### 5.1.7 Strategic procurement

*Aim of strategic procurement:* No strategic procurement

#### 5.1.10 Award criteria

*Criterion:*

*Type:* Price

*Name:* Price

*Description:*

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

*Justification for not indicating the weighting of the award criteria:*

#### **5.1.11 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=5133217>

#### **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=5133217>

*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:* 17/06/2025 14:00 +01:00

*Deadline until which the tender must remain valid:* 365 Day

*Information about public opening:*

*Opening date:* 17/06/2025 14:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=5133217>

*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:* yes

*Electronic payment will be used:* yes

#### **5.1.15 Techniques**

*Framework agreement:*

Framework agreement, without reopening of competition

*Maximum number of participants:* 1

*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 -

*Information about review deadlines:* Not applicable

*Organisation providing offline access to the procurement documents:* The Office of Government Procurement -

*Organisation receiving requests to participate:* The Office of Government Procurement -

*Organisation processing tenders:* The Office of Government Procurement -

## 8 Organisations

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### **8.1 ORG-0001**

*Official name:* The Office of Government Procurement

*Registration number:* IE3229842HH

*Postal address:* 3A Mayor Street Upper, Dublin 1

*Town:* Dublin

*Postcode:* D01 PF72

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

*Country:* Ireland

*Email:* [support@ogp.gov.ie](mailto:support@ogp.gov.ie)

*Telephone:* +353 17738000

*Internet address:* <https://www.ogp.gov.ie>

*Buyer profile:* <https://www.ogp.gov.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*

*Notice information*

*Notice identifier/version:* 499c0504-989a-4b4a-aef5-34dbb7aef72c - 01

*Form type:* Competition

*Notice type:* Contract or concession notice – standard regime

*Notice dispatch date:* 06/05/2025 15:15 +01:00

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