

Ireland: Advertising and marketing services Media Planning and Buying Services

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: IDA Ireland

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2 Procedure

2.1 Procedure

Title: Media Planning and Buying Services

Description: Single party Framework for Media Planning and Buying Services

Procedure identifier: fa260d12-7608-453d-bab6-84ac8aba712e

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

2.1.2 Place of performance

Postal address: Three Park Place, Hatch Street Upper, Saint Kevin's, Dublin 2, D02 FX65

Town: Dublin

Postcode: D02FX65

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Maximum value of the framework agreement: 40 000 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Media Planning and Buying Services

Description: Single party Framework for Media Planning and Buying 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

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5.1.2 Place of performance

Postal address: Three Park Place, Hatch Street Upper, Saint Kevin's, Dublin 2, D02 FX65

Town: Dublin

Postcode: D02 FX65

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 48 Month

5.1.5 Value

Estimated value excluding VAT: 40 000 000 Euro

Maximum value of the framework agreement: 40 000 000 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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Green Procurement Criteria: No Green Public Procurement 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=5807913>

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=5807913>

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: 11/07/2025 00:00 +01:00

Deadline until which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 11/07/2025 00:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=5807913>

Terms of contract:

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

Electronic invoicing: Required

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

Mediation organisation: IDA Ireland -

Review organisation: The High Court of Ireland -

Information about review deadlines: 11 August 2025

Organisation providing offline access to the procurement documents: IDA Ireland -

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

Organisation receiving requests to participate: IDA Ireland -

Organisation processing tenders: IDA Ireland -

8 Organisations

8.1 ORG-0001

Official name: IDA Ireland

Registration number: Not applicable

Postal address: 3 Park Place, Hatch Street Upper 3 Park Place, Hatch Street Upper

Town: Dublin

Postcode: Dublin 2

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement.ida@ida.ie

Telephone: +353 1 6034000

Internet address: <https://www.idaireland.com>

Buyer profile: <https://www.idaireland.com>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Mediation organisation

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
Telephone: +353 1 8886000
Roles of this organisation:
 Review organisation
 Organisation providing more information on the review procedures

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
Telephone: +30 2108094500
Roles of this organisation:
 TED eSender
Notice information
 Notice identifier/version: 53f5219a-3ca5-4960-b65b-66c303fd3d10 - 01
 Form type: Competition
 Notice type: Contract or concession notice – standard regime
 Notice dispatch date: 30/05/2025 16:13 +01:00
 Languages in which this notice is officially available: English