

Ireland: Marketing management consultancy services

REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Central Remedial Clinic

Legal type of the buyer: Organisation awarding a contract subsidised by a central government authority

Activity of the contracting authority: Health

2 Procedure

2.1 Procedure

Title: REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

Description: Following the development of a new strategy for the period 2025-2030, CRC recognises that its current brand positioning no longer reflects the organisation's values, evolved role, and ambitions. CRC has identified the need for strategic repositioning to better # communicate its proposition # enhance stakeholder engagement # support its purpose of empowering people with disabilities to live the lives they choose. CRC is now seeking a brand strategy expert to support the repositioning of its brand.

Procedure identifier: f5fbcc0f-4b7f-4a0a-91a4-aef5b813722b

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): 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: 500 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

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Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.3 Estimated duration

Other duration: Unknown

5.1.5 Value

Estimated value excluding VAT: 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

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.11 Procurement documents

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=5958003>

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=5958003>

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: 30/07/2025 12:00 +01:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 31/07/2025 00:00 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=5958003>

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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 -

Information about review deadlines: 12 months.

Organisation providing offline access to the procurement documents: Central Remedial Clinic -

Organisation receiving requests to participate: Central Remedial Clinic -

Organisation processing tenders: Central Remedial Clinic -

8 Organisations

8.1 ORG-0001

Official name: Central Remedial Clinic

Registration number: CRO No. 14880

Postal address: CRC, Vernon Avenue, Clontarf, Dublin 3

Town: Dublin

Postcode: D03 R973

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: jmitchell@crc.ie

Telephone: 018542371

Internet address: <https://www.crc.ie/>

Buyer profile: <https://www.crc.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

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

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: b8b7b3b7-6668-44e8-a149-a9104a9e2651 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 23/06/2025 12:31 +01:00

Languages in which this notice is officially available: English