

Ireland: Advertising services Marketing Services Framework

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: The Rediscovery Centre

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Marketing Services Framework

Description: The Objective of this call for tender is to invite proposals from suitably qualified service providers to establish a framework of 3 LOTS during the period 2025 -2028. This framework is established to deliver comprehensive high quality Marketing and Communications services through Single and Multi Party agreement. The framework will be divided into three distinct lots, enabling specialist suppliers to provide services either in isolation or collaboratively as required. We wish to appoint a single supplier for Lot 1: PR and Communications and Lot 2: Media Strategy, Planning and Buying. We will appoint up to three suppliers for Lot 3: Creative Services

Procedure identifier: 0d8b2223-9627-4072-adbf-65040bb37ee2

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services

2.1.2 Place of performance

Anywhere

2.1.3 Value

Maximum value of the framework agreement: 2 180 000 Euro

2.1.4 General information

The procedure will be relaunched if cancelled or unsuccessful

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: 3

The tenderer must submit tenders for all lots

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds:

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Lot 1: Public Relations and Communications

Description: The Objective of this call for tender is to invite proposals from suitably qualified service providers to establish a framework of 3 LOTS during the period 2025 -2028. This framework is established to deliver comprehensive high quality Marketing and Communications services through Single and Multi Party agreement. The framework will be divided into three distinct lots, enabling specialist suppliers to provide services either in isolation or collaboratively as required. We wish to appoint a single supplier for Lot 1: PR and Communications and Lot 2: Media Strategy, Planning and Buying. We will appoint up to three suppliers for Lot 3: Creative Services

Internal identifier: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services

5.1.2 Place of performance

Anywhere

Additional information:

5.1.3 Estimated duration

Start date: 05/09/2025

Duration end date: 01/01/2029

5.1.5 Value

Estimated value excluding VAT: 2 180 000 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

5.1.11 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=6075384>

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=6075384>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 06/08/2025 11:00 +01:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 06/08/2025 11:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCFTWS.do?resourceId=6075384>

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, partly without reopening and partly with 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: 12 months

Organisation providing offline access to the procurement documents: The Rediscovery Centre

Organisation receiving requests to participate: The Rediscovery Centre

Organisation processing tenders: The Rediscovery Centre

5.1 Lot technical ID: LOT-0002

Title: Lot 2: Media Strategy Planning and Buying

Description: The Objective of this call for tender is to invite proposals from suitably qualified service providers to establish a framework of 3 LOTS during the period 2025 -2028. this framework is established to deliver comprehensive

high quality Marketing and Communications services through Single and Multi Party agreement. The framework will be divided into three distinct lots, enabling specialist suppliers to provide services either in isolation or collaboratively as required. We wish to appoint a single supplier for Lot 1: PR and Communications and Lot 2: Media Strategy, Planning and Buying. We will appoint up to three suppliers for Lot 3: Creative Services

Internal identifier: 2

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services

5.1.2 Place of performance

Anywhere

Additional information:

5.1.3 Estimated duration

Start date: 05/09/2025

Duration end date: 01/07/2029

5.1.5 Value

Estimated value excluding VAT: 2 180 000 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

5.1.11 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=6075384>

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=6075384>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed
Deadline for receipt of tenders: 06/08/2025 11:00 +01:00
Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 06/08/2025 11:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6075384>

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, partly without reopening and partly with 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: 12 months

Organisation providing offline access to the procurement documents: The Rediscovery Centre

Organisation providing more information on the review procedures: The Rediscovery Centre

Organisation receiving requests to participate: The Rediscovery Centre

Organisation processing tenders: The Rediscovery Centre

5.1 Lot technical ID: LOT-0003

Title: Lot 3 : Creative Services

Description: The Objective of this call for tender is to invite proposals from suitably qualified service providers to establish a framework of 3 LOTS during the period 2025 -2028. this framework is established to deliver comprehensive high quality Marketing and Communications services through Single and Multi Party agreement. The framework will be divided into three distinct lots, enabling specialist suppliers to provide services either in isolation or collaboratively as required. We wish to appoint a single supplier for Lot 1: PR and Communications and Lot 2: Media Strategy, Planning and Buying. We will appoint up to three suppliers for Lot 3: Creative Services

Internal identifier: 3

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79961100 Advertising photography services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services

5.1.2 Place of performance

Anywhere in the European Economic Area

Additional information:

5.1.3 Estimated duration

Start date: 05/09/2025

Duration end date: 01/01/2029

5.1.5 Value

Estimated value excluding VAT: 2 180 000 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

Approach to reducing environmental impacts: The transition to a circular economy

Green Procurement Criteria: EU Green Public Procurement criteria

Social objective promoted: Other

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are included

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=6075384>

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=6075384>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 06/08/2025 11:00 +01:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 06/08/2025 11:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6075384>

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, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

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: The Rediscovery Centre

Organisation providing more information on the review procedures: The Rediscovery Centre

Organisation receiving requests to participate: The Rediscovery Centre

Organisation processing tenders: The Rediscovery Centre

8 Organisations

8.1 ORG-0001

Official name: The Rediscovery Centre

Registration number: 474950

Department: The Rediscovery Centre

Postal address: Boiler House, Ballymun Road, Ballymun, Dublin 9 Boiler House, Ballymun Road, Ballymun, Dublin 9

Town: Dublin

Postcode: D09HK58

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Claire Downey

Email: rdcadmin@rediscoverycentre.ie

Telephone: 018933801

Internet address: www.rediscoverycentre.ie

Buyer profile: www.rediscoverycentre.ie

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing more information on the review procedures

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: e1f2b054-3ef2-4f3c-b0fa-ac1aca33ea8e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 08/07/2025 14:54 +01:00

Languages in which this notice is officially available: English