

Ireland: Marketing services

Invitation to tender for Bord Bia's Brand Builder Research

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Bord Bia (Irish Food Board)

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 for Bord Bia's Brand Builder Research

Description: Bord Bia requests tenders from suitably experienced and qualified service providers to provide Bord Bia's Brand Builder services. Bord Bia's Client Insight Services support clients to make insight-led, data-driven decisions enabling their continued success and growth. Our service offer includes the area of the Brand Health Check Service around which Bord Bia has developed a service historically provided annually to help brands understand the typical components that contribute to Brand Health Brand Awareness, Brand Consideration, Brand Experience, Brand Equity, Brand Commitment and Future Brand Potential. We are seeking to appoint a partner (one only) in the delivery of this transformed service to Bord Bia and its clients. The tenderers should be able to prove experience providing similar types of services on a large scale.

Procedure identifier: 3e1e562a-6fd0-48e8-a0bd-e08ed5705154

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy 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

Estimated value excluding VAT: 720 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Invitation to tender for Bord Bia's Brand Builder Research

Description: Bord Bia requests tenders from suitably experienced and qualified service providers to provide Bord Bia's Brand Builder services. Bord Bia's Client Insight Services support clients to make insight-led, data-driven decisions enabling their continued success and growth. Our service offer includes the area of the Brand Health Check Service around which Bord Bia has developed a service historically provided annually to help brands understand the typical components that contribute to Brand Health Brand Awareness, Brand Consideration, Brand Experience, Brand Equity, Brand Commitment and Future Brand Potential. We are seeking to appoint a partner (one only) in the delivery of this transformed service to Bord Bia and its clients. The tenderers should be able to prove experience providing similar types of services on a large scale.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy 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

Duration: 36 Month

5.1.5 Value

Estimated value excluding VAT: 720 000 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

Deadline for requesting additional information: 21/08/2025 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6251124>

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=6251124>

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: 10/09/2025 12:00 +01:00

Deadline until which the tender must remain valid: 9 Month

Information about public opening:

Opening date: 10/09/2025 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6251124>

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:

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

Organisation providing offline access to the procurement documents: Bord Bia (Irish Food Board)

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

Organisation receiving requests to participate: Bord Bia (Irish Food Board)

Organisation processing tenders: Bord Bia (Irish Food Board)

8 Organisations

8.1 ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

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

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

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: 82081907-75c5-407b-9645-30e04bff5bbb - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 05/08/2025 16:49 +01:00

Languages in which this notice is officially available: English