

Ireland: Advertising services

Dynamic Purchasing System for the Provision of Media Strategy, Planning, and Buying Services to Public Sector Bodies in Ireland

Contract or concession notice – standard regime

1 Buyer

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

2.1 Procedure

Title: Dynamic Purchasing System for the Provision of Media Strategy, Planning, and Buying Services to Public Sector Bodies in Ireland

Description: The Contracting Authority invites requests to participate (“Applications”) from economic operators (“Applicants”) for appointment to a DPS for the provision of the services described in Appendix 1 to this RFATP (the “Services”). In summary, the Services shall comprise: a) Management of the media strategy and planning activities of DPS Clients, b) Purchase of media space and time on behalf of DPS Clients, and c) Associated activities as described in Appendix 1 of this document.

Procedure identifier: 121c19f1-bd71-470c-950c-ed0cf76b994c

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing 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

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 300 000 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5.1 Lot technical ID: LOT-0001

Title: Dynamic Purchasing System for the Provision of Media Strategy, Planning, and Buying Services to Public Sector Bodies in Ireland

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Start date: 20/10/2025

Duration end date: 19/10/2030

5.1.5 Value

Estimated value excluding VAT: 300 000 000 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

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 1

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/dps/listDPSContractDocuments.do?resourceId=6585754>

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=6585754>

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 requests to participate: 19/10/2030 14:00 +01:00

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: no

Electronic payment will be used: no

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

Dynamic purchasing system, only usable by buyers listed in this notice

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

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

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

Organisation receiving requests to participate: The Office of Government Procurement

Organisation processing tenders: The Office of Government Procurement

8 Organisations

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

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
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: 51ae984c-89e3-467a-bffd-93e1499c30e9 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 19/09/2025 11:33 +01:00
Languages in which this notice is officially available: English