

Ireland: Marketing management consultancy services

Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Tipperary County Council

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Description: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Procedure identifier: 27b6abc4-62ec-4b81-badb-bf603cef5ee5

Type of procedure: Open

The procedure is accelerated: no

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): 79310000 Market research services

Additional 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

Town: County Tipperary

Country subdivision (NUTS): South-West (IE053)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 50 000 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 Lot

5.1 Lot technical ID: LOT-0001

Title: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Description: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79310000 Market research services

Additional classification (cpv): 79340000 Advertising and marketing services

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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): South-West (IE053)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 24 Month

5.1.5 Value

Estimated value excluding VAT: 50 000 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

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: 06/11/2025 17:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6839214>

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=6839214>

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: 14/11/2025 12:00 +01:00

Deadline until which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 14/11/2025 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6839214>

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:

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: Tipperary County Council

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

Organisation receiving requests to participate: Tipperary County Council

Organisation processing tenders: Tipperary County Council

8 Organisations

8.1 ORG-0001

Official name: Tipperary County Council

Registration number: 32452

Postal address: Civic Offices Clonmel, Civic Offices Nenagh

Town: Clonmel Nenagh

Postcode: E91N512 E45A099

Country subdivision (NUTS): South-West (IE053)

Country: Ireland

Email: secretary@tipperarycoco.ie

Telephone: +353 818065000

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

Buyer profile: <https://www.tipperarycoco.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: 616d0f37-b841-48d0-8aad-0d784de947dd - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 23/10/2025 11:47 +01:00
Languages in which this notice is officially available: English