

Ireland: Public relations services

Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Contract or concession notice – standard regime - Change

1 Buyer

1.1 Buyer

Official name: Louth County Council_381

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Description: Visit Louth is the official tourism brand for County Louth, promoting the county's rich heritage, vibrant towns, and scenic landscapes. Sea Louth is a coastal scenic seafood trail launched to highlight the county's maritime culture, coastal beauty, and culinary offerings. Both initiatives aim to: • Increase visitor numbers (domestic and international). • Support local tourism businesses. • Enhance the county's profile as a sustainable and attractive destination. Objectives: • Increase tourism to County Louth by raising awareness of its diverse attractions, enhancing its visibility in the domestic and international tourism markets. • Increase brand awareness/visibility, attract and grow domestic and overseas visitor numbers and spend, including within the Night-Time Economy, and align with the county's new Tourism Strategy. • Drive traffic to official websites and social channels. • Boost visitor numbers and tourism spend in County Louth The successful tenderer will work closely with the Tourism Officer and relevant stakeholders to deliver a cohesive, creative, and impactful communications strategy that enhances the visibility of county Louth as a tourism destination.

Procedure identifier: 1d652ba7-0a16-4f13-a095-511ddef7c624

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main 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): Mid-East (IE062)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 35 000 Euro

2.1.4 General information

Legal basis:

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Description: Visit Louth is the official tourism brand for County Louth, promoting the county's rich heritage, vibrant towns, and scenic landscapes. Sea Louth is a coastal scenic seafood trail launched to highlight the county's maritime culture, coastal beauty, and culinary offerings. Both initiatives aim to: • Increase visitor numbers (domestic and international). • Support local tourism businesses. • Enhance the county's profile as a sustainable and attractive destination. Objectives: • Increase tourism to County Louth by raising awareness of its diverse attractions, enhancing its visibility in the domestic and international tourism markets. • Increase brand awareness/visibility, attract and grow domestic and overseas visitor numbers and spend, including within the Night-Time Economy, and align with the county's new Tourism Strategy. • Drive traffic to official websites and social channels. • Boost visitor numbers and tourism spend in County Louth The successful tenderer will work closely with the Tourism Officer and relevant stakeholders to deliver a cohesive, creative, and impactful communications strategy that enhances the visibility of county Louth as a tourism destination.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 18 Month

5.1.5 Value

Estimated value excluding VAT: 35 000 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: 08/03/2026 12:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7546423>

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=7546423>

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: 15/03/2026 12:00 +00:00

Deadline until which the tender must remain valid: 180 Day

Information about public opening:

Opening date: 15/03/2026 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCFTWS.do?resourceId=7546423>

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: Louth County Council_381

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

Organisation receiving requests to participate: Louth County Council_381

Organisation processing tenders: Louth County Council_381

8 Organisations

8.1 ORG-0001

Official name: Louth County Council_381

Registration number: 0478250R

Postal address: County Hall, Millennium Centre,

Town: Dundalk

Postcode: A91 KFW6

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Email: procurement@louthcoco.ie

Telephone: 042-9335457

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

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

10 Change

Version of the previous notice to be changed: f082cbbd-a81e-46af-8352-d8ab634b39d2-01

Main reason for change: Information updated

Notice information

Notice identifier/version: 5fda89b2-6b50-4be6-acef-aeb4e906b380 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 25/02/2026 10:49 +00:00

Languages in which this notice is officially available: English