

# Ireland: Advertising and marketing services Strategic, Creative and Production Marketing Campaign Services to UCD

Contract or concession notice – standard regime

1 Buyer

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## 1.1 Buyer

*Official name:* University College Dublin ( UCD )

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* Education

2 Procedure

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## 2.1 Procedure

*Title:* Strategic, Creative and Production Marketing Campaign Services to UCD

*Description:* University College Dublin (UCD), wishes to appoint a competent service provider to provide Strategic, Creative and Production Marketing Campaign Services to UCD. Full details available in the attached documents.

Available to download free of charge on [www.etenders.gov.ie](http://www.etenders.gov.ie)

*Procedure identifier:* f521118a-9792-4f2d-9ae2-a6050798e6ae

*Type of procedure:* Open

*The procedure is accelerated:* no

### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341200 Advertising management services

*Additional classification (cpv):* 79341000 Advertising services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79342200 Promotional services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

### 2.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

### 2.1.3 Value

*Estimated value excluding VAT:* 800 000 Euro

*Maximum value of the framework agreement:* 800 000 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

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## 5.1 Lot technical ID: LOT-0001

*Title:* Strategic, Creative and Production Marketing Campaign Services to UCD

*Description:* University College Dublin (UCD), wishes to appoint a competent service provider to provide Strategic, Creative and Production Marketing Campaign Services to UCD. Full details available in the attached documents.

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*Internal identifier:* 0

### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341200 Advertising management services

*Additional classification (cpv):* 79341000 Advertising services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79342200 Promotional services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

### 5.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Additional information:*

### 5.1.3 Estimated duration

*Duration:* 48 Month

### 5.1.5 Value

*Estimated value excluding VAT:* 800 000 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:* European Single Procurement Document (ESPD)

### 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:* 01/04/2026 17:00 +00:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7652478>

### 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=7652478>

*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:* 08/04/2026 12:00 +00:00

*Deadline until which the tender must remain valid:* 12 Month

*Information about public opening:*

*Opening date:* 08/04/2026 12:30 +00:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7652478>

*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, 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

*Organisation providing offline access to the procurement documents:* University College Dublin ( UCD )

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

*Organisation receiving requests to participate:* University College Dublin ( UCD )

*Organisation processing tenders:* University College Dublin ( UCD )

## 8 Organisations

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### **8.1 ORG-0001**

*Official name:* University College Dublin ( UCD )

*Registration number:* 4578967859TU

*Postal address:* Belfield, Dublin 4

*Town:* Dublin

*Postcode:* D04 V1W8

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [procurement@ucd.ie](mailto:procurement@ucd.ie)

*Telephone:* 0035317164990

*Internet address:* <https://www.ucd.ie>

*Buyer profile:* <https://www.ucd.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](mailto: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](mailto:eproc-esender@eurodyn.com)  
*Telephone:* +30 2108094500  
*Roles of this organisation:*  
    *TED eSender*

#### *Notice information*

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*Notice identifier/version:* e001bb1f-0b00-47d1-99e8-a40dd3867107 - 01  
*Form type:* Competition  
*Notice type:* Contract or concession notice – standard regime  
*Notice dispatch date:* 04/03/2026 16:43 +00:00  
*Languages in which this notice is officially available:* English