

Ireland: Marketing services

Invitation to Tender for Brand and Visual Identity Design

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 Brand and Visual Identity Design

Description: Bord Bia requests tenders from suitably experienced and qualified brand design agencies to assist us with the maintenance and development of the Bord Bia corporate brand, associated sub-brands, trust marks and brand assets. The appointed agency will also be required to deliver brand marketing and communications materials for a range of Bord Bia campaigns and initiatives on a regular basis.

Procedure identifier: 3e4dbe57-fb58-42a4-8af2-f16909e5b58a

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

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 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

5.1 Lot technical ID: LOT-0001

Title: Invitation to Tender for Brand and Visual Identity Design

Description: Bord Bia requests tenders from suitably experienced and qualified brand design agencies to assist us with the maintenance and development of the Bord Bia corporate brand, associated sub-brands, trust marks and brand assets. The appointed agency will also be required to deliver brand marketing and communications materials for a range of Bord Bia campaigns and initiatives on a regular basis.

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

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: 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: 30/04/2026 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7893497>

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=7893497>

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: 15/05/2026 12:00 +01:00

Deadline until which the tender must remain valid: 9 Month

Information about public opening:

Opening date: 15/05/2026 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7893497>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

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: 15f99f2c-9c80-41d4-a4cd-4bdfd846e6eb - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 13/04/2026 14:34 +01:00

Languages in which this notice is officially available: English