

Ireland: Advertising services

Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

Contract or concession notice – standard regime - Change

1 Buyer

1.1 Buyer

Official name: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

Description: We are seeking a creative design/ communications agency to design, develop, and deliver a comprehensive communications plan and campaign aimed at English medium primary and post-primary schools, parents, student teachers, as well as higher education institutions. The campaign will promote the role of the Irish language in national cultural identity and highlight the wide-ranging benefits of learning and speaking the language for every pupil and young person, regardless of background or profile, including cultural, linguistic, social, professional, and economic benefits. Objectives • To raise awareness of the importance of Irish as a core element of cultural identity • To positively influence attitudes towards the learning and speaking of Irish among pupils and young people • To communicate the social, linguistic, and economic benefits that learning and speaking Irish can offer every pupil and young person • To create engaging, age-appropriate communication materials targeted at teachers/student teachers, pupils/young people and parents in English-medium educational settings Scope of Work Communications Plan The successful company will: • Develop a strategic communications plan targeting: • English-medium primary schools • English-medium post primary schools • Higher education institutions and student teachers • Identify key messages, audiences, and delivery channels. • Propose innovative and effective methods of engagement. Campaign Development and Delivery • Design and implement a multi-channel communications campaign. • Produce a suite of materials, including audiovisual content and supporting resources. • Ensure all content is accessible, engaging, and suitable for use in educational settings. Video Production A central deliverable will be a series of short high-quality videos that will: • Explore the advantages and benefits of learning Irish in English-medium primary and post primary schools • Follow a clear narrative/storyline from the perspective of pupils progressing from primary to post primary level • Reflect authentic pupil and student voices and experiences. • Highlights real-life opportunities linked to Irish (e.g., careers, social connections, cultural participation). • Be suitable for use across digital platforms, classrooms, and presentations. Additional Campaign Materials The company will propose and develop additional mediums to support and amplify the campaign message. These may include: • Social media content (short-form video, graphics, campaigns) • Digital toolkits for schools and educators • Posters and print materials • Interactive or web-based content • Events or school engagement initiatives (if applicable) Target Audience • Primary school pupils in English-medium schools • Post primary school students in English-medium schools • Educators and school leaders • Parents • Third-level students engaged initial teacher education programmes or post graduate teaching programmes Timeline The project timeline should include: • Planning and research phase • Creative development • Production • Campaign rollout • Evaluation (Timeline to be agreed upon appointment.)

Procedure identifier: 96259f97-7d74-4dac-9d36-fca2007dcc6f

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main 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

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342200 Promotional services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 80 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5 Lot

5.1 Lot: LOT-0001

Title: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

Description: We are seeking a creative design/ communications agency to design, develop, and deliver a comprehensive communications plan and campaign aimed at English medium primary and post-primary schools, parents, student teachers, as well as higher education institutions. The campaign will promote the role of the Irish language in national cultural identity and highlight the wide-ranging benefits of learning and speaking the language for every pupil and young person, regardless of background or profile, including cultural, linguistic, social, professional, and economic benefits. Objectives • To raise awareness of the importance of Irish as a core element of cultural identity • To positively influence attitudes towards the learning and speaking of Irish among pupils and young people • To communicate the social, linguistic, and economic benefits that learning and speaking Irish can offer every pupil and young person • To create engaging, age-appropriate communication materials targeted at teachers/student teachers, pupils/young people and parents in English-medium educational settings Scope of Work Communications Plan The successful company will: • Develop a strategic communications plan targeting: • English-medium primary schools • English-medium post primary schools • Higher education institutions and student teachers • Identify key messages, audiences, and delivery channels. • Propose innovative and effective methods of engagement. Campaign Development and Delivery • Design and implement a multi-channel communications campaign. • Produce a suite of materials, including audiovisual content and supporting resources. • Ensure all content is accessible, engaging, and suitable for use in educational settings. Video Production A central deliverable will be a series of short high-quality videos that will: • Explore the advantages and benefits of learning Irish in English-medium primary and post primary schools • Follow a clear narrative/storyline from the perspective of pupils progressing from primary to post primary level • Reflect authentic pupil and student voices and experiences. • Highlights real-life opportunities linked to Irish (e.g., careers, social connections, cultural participation). • Be suitable for use across digital platforms, classrooms, and presentations. Additional Campaign Materials The company will propose and develop additional mediums to support and amplify the campaign message. These may include: • Social media content (short-form video, graphics, campaigns) • Digital toolkits for schools and educators • Posters and print materials • Interactive or web-based content

• Events or school engagement initiatives (if applicable) Target Audience • Primary school pupils in English-medium schools • Post primary school students in English-medium schools • Educators and school leaders • Parents • Third-level students engaged initial teacher education programmes or post graduate teaching programmes Timeline The project timeline should include: • Planning and research phase • Creative development • Production • Campaign rollout • Evaluation (Timeline to be agreed upon appointment.)

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main 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

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342200 Promotional services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 1 Year

5.1.5 Value

Estimated value excluding VAT: 80 000 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: 19/05/2026 17:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

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=8014945>

Languages in which tenders or requests to participate may be submitted: English, Irish

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 10/06/2026 17:00 +01:00

Duration during which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 11/06/2026 00:00 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8014945>

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: 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: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

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

Organisation receiving requests to participate: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

Organisation processing tenders: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

8 Organisations

8.1 ORG-0001

Official name: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

Registration number: N/A

Postal address: 23 Plás Windsor

Town: Baile Átha Cliath 2

Postcode: D02 RD80

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: brigid@cogg.ie

Telephone: 016340831

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

Buyer profile: <https://www.cogg.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: de8bee00-f830-47b0-bdc8-54e9e24a3562-02
Main reason for change: Information updated
Description: Deadline extended to 5pm on Wednesday 10th June 2026. Please note: submissions may be received in English or in Irish (Gaeilge).

Notice information

Notice identifier/version: 1ce5f5b2-1972-45b5-b13a-a29644cc888f - 03
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 03/06/2026 16:10 +01:00
Languages in which this notice is officially available: English