

Ireland: Marketing management consultancy services MA3720C TCD RFT for the Provision of Media Strategy, Planning and Buying Services

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Education Procurement Service (EPS)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: MA3720C TCD RFT for the Provision of Media Strategy, Planning and Buying Services

Description: Trinity is seeking to engage with a media strategy partner with global reach who can help the university achieve our ambitious national and international student recruitment targets at undergraduate and postgraduate levels, targeting key countries around the globe. One key aim of the university's strategic plan 2025-2030 is to shape the future of the university to benefit Irish society and the wider world, see www.tcd.ie/strategy and the three main areas of student growth for the university which require Media Strategy, Planning and Buying Services at present are: 1. Trinity Global which manages undergraduate and postgraduate student recruitment for the 20 of the 24 Schools across the university, excluding the Trinity Business School and E3 listed below 2. Trinity Business School, which operates in a very competitive global private Business School landscape, www.tcd.ie/business. 3. E3, which has ambitious global student recruitment targets for 3 Schools and is committed to creating balanced solutions for a better world www.tcd.ie/e3 Each of the three areas above has a dedicated marketing resource which will engage with the successful agency regarding their specific national and global student recruitment requirements. While Trinity Global and E3 manage largely planned activities, the level of agility required by the Trinity Business School should be noted by applicants as part of this tender process. As the Trinity Business School competes with private education providers, a flexible and agile media strategy will be required to maximise opportunities as they present themselves.

Procedure identifier: 1c300609-376c-47b7-8bc5-6117a561ee24

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): 72212480 Sales, marketing and business intelligence software development services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 1 600 000 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: LOT-0001

Title: MA3720C TCD RFT for the Provision of Media Strategy, Planning and Buying Services

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

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Additional classification (cpv): 79340000 Advertising and marketing 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: 1 600 000 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: 04/06/2026 14:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8147362>

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=8147362>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 15/06/2026 14:00 +01:00

Duration during which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 15/06/2026 14:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCFTWS.do?resourceId=8147362>

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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: Education Procurement Service (EPS)

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

Organisation receiving requests to participate: Education Procurement Service (EPS)

Organisation processing tenders: Education Procurement Service (EPS)

8 Organisations

8.1 ORG-0001

Official name: Education Procurement Service (EPS)

Registration number: IE 6609370 G

Postal address: Castletroy Limerick
Town: Limerick
Postcode: V94 DK53
Country subdivision (NUTS): Mid-West (IE051)
Country: Ireland
Contact point: EPS
Email: info@educationprocurementservice.ie
Telephone: 061233715
Internet address: <https://www.educationprocurementservice.ie/>
Buyer profile: <https://www.educationprocurementservice.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: d6882738-bdbf-4695-9884-e8cc68c1f532 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime

Notice dispatch date: 14/05/2026 12:55 +01:00

Languages in which this notice is officially available: English