

Ireland: Market research services

Provision of Brand Tracking and Insights Services for Technological University Dublin.

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Technological University Dublin (TU Dublin)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: Provision of Brand Tracking and Insights Services for Technological University Dublin.

Description: Technological University Dublin (hereafter the University) seeks to procure Brand Tracking and Insights Service. The University therefore requires an external partner to deliver ongoing brand tracking and insights services, including robust, comparable annual measurement of awareness and attitudes towards TU Dublin and the wider Higher Education sector.

Procedure identifier: d988e0c1-d96e-4756-9c23-4c735e838adf

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 120 000 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: Provision of Brand Tracking and Insights Services for Technological University Dublin.

Description: Technological University Dublin (hereafter the University) seeks to procure Brand Tracking and Insights Service. The University therefore requires an external partner to deliver ongoing brand tracking and insights services,

including robust, comparable annual measurement of awareness and attitudes towards TU Dublin and the wider Higher Education sector.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.2 Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 84 Month

5.1.5 Value

Estimated value excluding VAT: 120 000 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: 17/07/2026 14:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8574675>

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=8574675>

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: 24/07/2026 14:00 +01:00

Duration during which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 24/07/2026 14:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8574675>

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:

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: Technological University Dublin (TU Dublin)

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

Organisation receiving requests to participate: Technological University Dublin (TU Dublin)

Organisation processing tenders: Technological University Dublin (TU Dublin)

8 Organisations

8.1 ORG-0001

Official name: Technological University Dublin (TU Dublin)

Registration number: 635485

Postal address: Park House, Grangegorman, 191 North Circular Road, Dublin 7,

Town: Dublin

Postcode: D07EWW4

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Ann Murray

Email: Ann.Murray@tudublin.ie

Telephone: 012208464

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

Buyer profile: <https://www.tudublin.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: 9f72485a-af29-4b80-950d-f2de31d10699 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 03/07/2026 16:47 +01:00

Languages in which this notice is officially available: English