

Ireland: Advertising services

THE PROVISION OF MEDIA STRATEGY, PLANNING AND BUYING SERVICES

Contract or concession notice – standard regime

1 Buyer

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

2.1 Procedure

Title: THE PROVISION OF MEDIA STRATEGY, PLANNING AND BUYING SERVICES

Description: University College Dublin wishes to engage with a experienced Media partner to provide Media Strategy, Planning and Buying Services, Full details are provided in the attached Invitation to Tender document, available to download free of charge from www.etenders.gov.ie

Procedure identifier: 357cc85e-cc76-455f-89ac-f68abf588927

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

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 3 000 000 Euro

Maximum value of the framework agreement: 3 000 000 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: THE PROVISION OF MEDIA STRATEGY, PLANNING AND BUYING SERVICES

Description: University College Dublin wishes to engage with a experienced Media partner to provide Media Strategy, Planning and Buying Services, Full details are provided in the attached Invitation to Tender document, available to download free of charge from www.etenders.gov.ie

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

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: 3 000 000 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: 28/09/2026 17:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8925610>

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=8925610>

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: 05/11/2026 12:00 +01:00

Duration during which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 05/11/2026 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8925610>

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

8.1 ORG-0001

Official name: University College Dublin (UCD)

Registration number: 45879358TT

Postal address: Belfield, Dublin 4

Town: Dublin

Postcode: D04 V1W8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: turlough.kieran1@ucd.ie

Telephone: 0035317167618

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

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: c2b9ebcf-b2de-4690-a0cd-ce540944970e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 26/08/2026 12:24 +01:00

Languages in which this notice is officially available: English