

Ireland: Advertising and marketing services

MC/2026/03 Creative Strategy and Communication Services

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Fáilte Ireland-National Tourism Development Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: MC/2026/03 Creative Strategy and Communication Services

Description: Creative Strategy and Communication Services

Procedure identifier: b55a1a74-04df-48b3-9963-a1a273b25aec

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79342300 Customer services

Additional classification (cpv): 79342310 Customer survey services

Additional classification (cpv): 79342311 Customer satisfaction survey

Additional classification (cpv): 79342320 Customer-care services

Additional classification (cpv): 79342321 Customer-loyalty programme

Additional classification (cpv): 79342400 Auction services

Additional classification (cpv): 79342410 Electronic auction services

Additional classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79411000 General management consultancy services

Additional classification (cpv): 79411100 Business development consultancy services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79415200 Design consultancy services

Additional classification (cpv): 79416000 Public relations services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 15 000 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot: LOT-0001

Title: MC/2026/03 Creative Strategy and Communication Services

Description: Creative Strategy and Communication Services

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services

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Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79415200 Design consultancy services

Additional classification (cpv): 79416000 Public relations services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 60 Month

5.1.5 Value

Estimated value excluding VAT: 15 000 000 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: Reduction of environmental impacts

Description: As per the documentation published with this tender

Approach to reducing environmental impacts: Climate change mitigation

Green Procurement Criteria: National Green Public Procurement criteria

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

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 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9079097>

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=9079097>

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 requests to participate: 15/10/2026 12:00 +01:00

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

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: Fáilte Ireland-National Tourism Development Authority

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

Organisation receiving requests to participate: Fáilte Ireland-National Tourism Development Authority

8 Organisations

8.1 ORG-0001

Official name: Fáilte Ireland-National Tourism Development Authority

Registration number: 236708

Postal address: 88-95 Amiens Street

Town: Dublin

Postcode: D01WR86

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@failteireland.ie

Telephone: +3531 5741990

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

Buyer profile: <https://www.failteireland.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 identifier/version: fd5b8052-d4b2-4621-9278-753826f67049 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 15/09/2026 10:18 +01:00

Languages in which this notice is officially available: English