Ireland: Advertising services
Request for Tender for a Media Agency to provide Strategic Media Planning and Buying Services to Shannon Group Plc

Contract or concession notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: Shannon Group plc
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: Request for Tender for a Media Agency to provide Strategic Media Planning and Buying Services to Shannon Group Plc
Description: Request for Tender for a Media Agency to provide Strategic Media Planning and Buying Services to Shannon Group Plc
Procedure identifier: 1ea7a556-691a-4586-8998-9d07795600f7
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): 79340000 Advertising and marketing services

2.1.2 *Place of performance*

Country subdivision (NUTS): Mid-West (IE051)
Country: Ireland

2.1.3 *Value*

Estimated value excluding VAT: 0 *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: Request for Tender for a Media Agency to provide Strategic Media Planning and Buying Services to Shannon Group Plc

Description: Request for Tender for a Media Agency to provide Strategic Media Planning and Buying Services to Shannon Group Plc

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): 79340000 Advertising and marketing services

5.1.2 *Place of performance*

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Additional information:

5.1.3 *Estimated duration*

Duration: 60 *Month*

5.1.5 *Value*

Estimated value excluding VAT: 0 *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: 05/11/2026 15:00 +01:00

Address of the procurement documents: https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9337559

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=9337559

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: 20/11/2026 15:00 +01:00

Duration during which the tender must remain valid: 4 *Day*

Information about public opening:

Opening date: 20/11/2026 15:30 +01:00

Place: https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=9337559

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: Shannon Group plc

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

Organisation receiving requests to participate: Shannon Group plc

Organisation processing tenders: Shannon Group plc

8 *Organisations*

8.1 ORG-0001

Official name: Shannon Group plc

Registration number: 548847

Postal address: Shannon Airport

Town: Shannon

Postcode: V14 EE06

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Email: robert.doyle@snnairportgroup.ie

Telephone: 061 712086

Buyer profile: https://www.snnairportgroup.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: ffd2ec85-7d42-4f56-8cb6-0718d02f4c23 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 20/10/2026 16:47 +01:00
Languages in which this notice is officially available: English