

Ireland: Advertising campaign services

The provision of Creative Campaign Services for the Strategic Marketing of the Springboard+ Programme in 2027

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Higher Education Authority

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 Creative Campaign Services for the Strategic Marketing of the Springboard+ Programme in 2027

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2027. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Procedure identifier: e767eda8-45a0-4aec-b3a6-fac8a3ab8ad3

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign 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: 180 000 Euro

2.1.4 General information

Legal basis:

Other

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot: LOT-0001

Title: The provision of Creative Campaign Services for the Strategic Marketing of the Springboard+ Programme in 2027

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2027. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

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: 12 Month

5.1.5 Value

Estimated value excluding VAT: 180 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

This procurement is also suitable for small and medium-sized enterprises (SMEs): 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: 13/11/2026 12:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9392426>

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=9392426>

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 12:00 +00:00

Duration during which the tender must remain valid: 12 Month

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: Higher Education Authority

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

Organisation receiving requests to participate: Higher Education Authority

Organisation processing tenders: Higher Education Authority

8 Organisations

8.1 ORG-0001

Official name: Higher Education Authority

Postal address: 3 Shelbourne Buildings, Crampton Avenue

Town: Dublin

Postcode: Dublin 4

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: info@hea.ie

Internet address: www.heia.ie

Buyer profile: www.heia.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: d1da52cf-d024-469a-97f8-0642154bab0a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 29/10/2026 12:52 +00:00
Languages in which this notice is officially available: English