Ireland: Advertising and marketing services
Invitation to Tender for Strategic Media Advisory and Auditing Services for the Irish Market

Contract or concession notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: Bord Bia (Irish Food Board)
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: Invitation to Tender for Strategic Media Advisory and Auditing Services for the Irish Market
Description: Bord Bia is seeking to appoint an independent media auditor and strategic media adviser who will help Bord Bia maximise the effectiveness, transparency and value for money of its Irish market media investment
Procedure identifier: 6c33d404-513e-4e59-8179-2d728b853c0f
Type of procedure: Open
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): 79413000 Marketing management consultancy services
Additional classification (cpv): 79212000 Auditing services

2.1.2 *Place of performance*

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

2.1.3 *Value*

Estimated value excluding VAT: 310 000 *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: Invitation to Tender for Strategic Media Advisory and Auditing Services for the Irish Market

Description: Bord Bia is seeking to appoint an independent media auditor and strategic media adviser who will help Bord Bia maximise the effectiveness, transparency and value for money of its Irish market media investment
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): 79413000 Marketing management consultancy services
Additional classification (cpv): 79212000 Auditing 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: 310 000 *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: 23/11/2026 12:00 +00:00
Address of the procurement documents: https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9444759

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=9444759
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: 07/12/2026 12:00 +00:00
Duration during which the tender must remain valid: 12 *Month*
Information about public opening:
Opening date: 07/12/2026 12:30 +00:00
Place: https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=9444759

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

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: Bord Bia (Irish Food Board)

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

Organisation receiving requests to participate: Bord Bia (Irish Food Board)

Organisation processing tenders: Bord Bia (Irish Food Board)

8 *Organisations*

8.1 ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

Internet address: https://www.bordbia.ie

Buyer profile: https://www.bordbia.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: 01c5028a-f99e-4d94-b2cf-52a2ed8bc4fb - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 06/11/2026 12:06 +00:00
Languages in which this notice is officially available: English