

Ireland: Advertising consultancy services IDA Ireland Media Monitoring Services

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: IDA Ireland

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2 Procedure

2.1 Procedure

Title: IDA Ireland Media Monitoring Services

Description: Media Monitoring Services for IDA Ireland

Procedure identifier: 814cf721-a964-4cf6-b984-7f797b3ebd8a

Previous notice: 6bdf3e2-6b44-46a6-a75b-9fd27c1e85b8-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2 Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 150 000 Euro

Maximum value of the framework agreement: 150 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: IDA Ireland Media Monitoring Services

Description: Media Monitoring Services for IDA Ireland

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2 Place of performance

Town: Dublin

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: 150 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10 Award criteria

Criterion:

Type: Cost

Description: Cost at 30%

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Quality @ 70%

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 70

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

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: IDA Ireland

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

6 Results

Value of all contracts awarded in this notice: 150 000 Euro
Maximum value of the framework agreements in this notice: 150 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 150 000 Euro

6.1.2 Information about winners

Winner:

Official name: NR Media Intelligence ta Truehawk Media

Tender:

Tender identifier: 000141033

Identifier of lot or group of lots: LOT-0001

Value of the tender: 150 000 Euro

The tender was ranked: yes

Subcontracting: No

Contract information:

Identifier of the contract: 431886

Date on which the winner was chosen: 04/11/2025

Date of the conclusion of the contract: 22/12/2025

The contract is awarded within a framework agreement: yes

Notice that created the framework agreement: 478479-2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

8 Organisations

8.1 ORG-0001

Official name: IDA Ireland

Registration number: Not applicable

Postal address: 3 Park Place, Hatch Street Upper

Town: Dublin

Postcode: Dublin 2

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement.ida@ida.ie

Telephone: +353 1 6034000

Internet address: <https://www.idaireland.com>

Buyer profile: <https://www.idaireland.com>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: NR Media Intelligence ta Truehawk Media

Size of the economic operator: Small

Registration number: 609985
Postal address: Guinness Enterprise Centre, Taylor's Lane, Dublin 8
Town: Dublin
Postcode: D08X8DP
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: derek.finnegan@truehawkmedia.ie
Telephone: +353 1 415 1260
Internet address: www.truehawkmedia.ie
Roles of this organisation:
 Tenderer
 Winner of these lots: LOT-0001

8.1 ORG-0003

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-0004

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: fcf50277-6881-4209-bd80-b1a0afb3b087 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 12/01/2026 18:41 +00:00
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