

Ireland: Marketing management consultancy services

Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Tipperary County Council

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Description: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Procedure identifier: 27b6abc4-62ec-4b81-badb-bf603cef5ee5

Previous notice: 616d0f37-b841-48d0-8aad-0d784de947dd-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79310000 Market research services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional 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

2.1.2 Place of performance

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

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 50 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Development and Implementation of a dynamic tourism marketing campaign for Tipperary

Description: Development and Implementation of a dynamic tourism marketing campaign for Tipperary
Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79310000 Market research services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional 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

5.1.2 Place of performance

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

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 24 Month

5.1.5 Value

Estimated value excluding VAT: 50 000 Euro

5.1.6 General information

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

5.1.10 Award criteria

Criterion:

Type: Cost

Description: cost at 40 percent

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

Award criterion number: 40

Criterion:

Type: Quality

Description: quality at 60 percent

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

Award criterion number: 60

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

6 Results

Value of all contracts awarded in this notice: 46 320 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Aoife Kelly Marketing PR and Events

Tender:

Tender identifier: 000143609

Identifier of lot or group of lots: LOT-0001

Value of the tender: 46 320 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 435322

Date on which the winner was chosen: 25/11/2025

Date of the conclusion of the contract: 06/01/2026

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 9

8 Organisations

8.1 ORG-0001

Official name: Tipperary County Council

Registration number: 32452

Postal address: Civic Offices Clonmel, Civic Offices Nenagh

Town: Clonmel, Nenagh

Postcode: E91N512 E45A099

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

Country: Ireland

Email: secretary@tipperarycoco.ie

Telephone: +353 818065000

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

Buyer profile: <https://www.tipperarycoco.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Aoife Kelly Marketing PR and Events

Size of the economic operator: Micro, small, or medium

The organisation is a natural person

Registration number: 5265148L

Town: Dalkey

Postcode: A96K400

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: aoifekellyhoman@gmail.com

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: 1a6f54c0-d9dd-451d-a7d6-562f0aa2f238 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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