

Ireland: Marketing management consultancy services

Request for Tender - To deliver a comprehensive, multi-channel campaign to promote Laois as a premier business location

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Laois County Council

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Request for Tender - To deliver a comprehensive, multi-channel campaign to promote Laois as a premier business location

Description: Request for Tender - To deliver a comprehensive, multi-channel campaign to promote Laois as a premier business location

Procedure identifier: dd28e863-f6cc-4ae2-9c97-00a86503b5bf

Previous notice: e03ff329-a275-432a-b359-6d77cc560085-01

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): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services

2.1.2 Place of performance

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 80 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Request for Tender - To deliver a comprehensive, multi-channel campaign to promote Laois as a premier business location

Description: Request for Tender - To deliver a comprehensive, multi-channel campaign to promote Laois as a premier business location

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

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Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2 Place of performance

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 3 Month

5.1.5 Value

Estimated value excluding VAT: 80 000 Euro

5.1.6 General information

Procurement Project fully or partially 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

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

Award criterion number: 20

Criterion:

Type: Quality

Name: Methodology

Description: This criterion will examine the tenderers proposal and consider the extent to which the submission meets the expectations of Laois County Council regarding the delivery of a multi-channel Campaign.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Quality and Expertise of marketing team proposed for Creative/Design Services.

Description: Tenderers must provide summaries of previous applicable work undertaken by the Agency, as well as for each team member who it is proposed will be involved in delivering the required services. Tenders must highlight relevant experience and qualifications of the individuals conducting the services. Tenderers should clearly set out examples of previous engagements in similar type projects:

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Sustainability

Description: Tenderers are required to detail how the principals of sustainability would be applied in the delivery of the multi-channel marketing campaign.

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

Award criterion number: 5

Criterion:

Type: Quality

Name: Innovation

Description: Tenderers are required to demonstrate above and beyond the minimum requirement of the specification. This may include innovative approaches, methodologies or added value solutions which will enhance the effectiveness of the multi-channel marketing campaign.

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

Award criterion number: 5

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: Laois 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: 72 820 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: We the People

Tender:

Tender identifier: 000147054

Identifier of lot or group of lots: LOT-0001

Value of the tender: 72 820 Euro

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 437679

Date on which the winner was chosen: 18/12/2025

Date of the conclusion of the contract: 18/12/2025

Information about European Union funds

Name of EU-financed project or programme: Just Transition Fund (2021/2027)

Identifier of EU funds: Just Transition Fund

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

8 Organisations

8.1 ORG-0001

Official name: Laois County Council

Registration number: 0506615J

Postal address: Aras an Chontae

Town: Portlaoise

Postcode: R32 EHP9

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

Email: businesssupport@laoiscoco.ie

Telephone: +353 57 8664000

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: We the People

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

Registration number: 584278

Postal address: 4 Ormond Quay Upper

Town: Dublin

Postcode: D07 PF53

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: niallcowley@wtp.ie

Telephone: 0838354976

Internet address: www.wtp.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: 09d66d48-5a77-48dc-8c54-c9173df3b5ff - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 27/02/2026 13:44 +00:00

Languages in which this notice is officially available: English