

Ireland: Marketing management consultancy services

Branding Consultancy Services

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Mayo Sligo and Leitrim ETB

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: Branding Consultancy Services

Description: The appointment of branding consultancy services to assist MSLETB in strategically strengthening its position as the educator of excellence in the counties of Mayo, Sligo and Leitrim. This will be achieved through a clear and streamlined branding exercise. The branding consultancy service will be expected to provide expertise in the development of the MSLETB brand, recognising and underpinning its unique role in the Primary, Post Primary and Further Education and Training sector, through identity recognition, values, strengths and differentiating it from other education providers. The key role of the branding consultancy service is to develop a cohesive brand strategy that aligns with the MSLETB mission and goals, ensuring a consistent message, across all communications channels, internally and externally.

Procedure identifier: f626a2ba-25ef-4df0-a17c-8135b267eb32

Previous notice: e2006895-3b19-4745-8d54-cb9298a9bc5b-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

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 200 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Branding Consultancy Services

Description: The appointment of branding consultancy services to assist MSLETB in strategically strengthening its position as the educator of excellence in the counties of Mayo, Sligo and Leitrim. This will be achieved through a clear and streamlined branding exercise. The branding consultancy service will be expected to provide expertise in the development of the MSLETB brand, recognising and underpinning its unique role in the Primary, Post Primary and Further Education and Training sector, through identity recognition, values, strengths and differentiating it from other education providers. The key role of the branding consultancy service is to develop a cohesive brand strategy that aligns with the MSLETB mission and goals, ensuring a consistent message, across all communications channels, internally and externally.

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): 79340000 Advertising and marketing services

5.1.2 Place of performance

Country subdivision (NUTS): West (IE042)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 48 Month

5.1.5 Value

Estimated value excluding VAT: 200 000 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: Quality

Description: Cost and Quality

Category of award weight criterion: Fixed value (total)

Award criterion number: 200 000

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: Mayo Sligo and Leitrim ETB

6 Results

Value of all contracts awarded in this notice: 200 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Piquant Media

Tender:

Tender identifier: 000066022

Identifier of lot or group of lots: LOT-0001

Value of the tender: 200 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 438107

Date of the conclusion of the contract: 01/04/2025

Information about European Union funds

Name of EU-financed project or programme: European Social Fund Plus (ESF+) (2021/2027)

Identifier of EU funds: not available

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro tenderers

Number of tenders or requests to participate received: 6

8 Organisations

8.1 ORG-0001

Official name: Mayo Sligo and Leitrim ETB

Registration number: 20083472

Postal address: Newtown

Town: Castlebar

Postcode: F23 DV78

Country subdivision (NUTS): West (IE042)

Country: Ireland

Email: procurement@msletb.ie

Telephone: 003530719194800

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Piquant Media

Size of the economic operator: Micro
Registration number: 524835
Postal address: 99 O'Connell Street
Town: Limerick
Postcode: V94P8CY
Country subdivision (NUTS): West (IE042)
Country: Ireland
Email: kevin@piquant.ie
Telephone: 061597512
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: 7b1711d2-36bb-499d-8fff-75688f7cb1b1 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 06/03/2026 23:54 +00:00
Languages in which this notice is officially available: English