

Ireland: Market research services

2505 - Framework Agreement for Consumer and Business Brand Equity and Mystery Shopper Research

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: An Post_391

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

Activity of the contracting authority: General public services

Activity of the contracting entity: Postal services

2 Procedure

2.1 Procedure

Title: 2505 - Framework Agreement for Consumer and Business Brand Equity and Mystery Shopper Research

Description: An Post is seeking to appoint companies to a Framework for Consumer and Business Brand Equity and Mystery Shopper Research (2 lots)

Procedure identifier: e0e0a2fb-c8fd-4685-86ef-7c7495bafeca

Previous notice: 775b1e76-c259-400c-9c74-ba9a7bc89974-01

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Justification for the accelerated procedure:

Main features of the procedure:

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Maximum value of the framework agreement: 1 500 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/25/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Consumer Brand Equity Tracker and Business Equity and Satisfaction Research

Description: An Post is seeking to appoint companies to a Framework for Consumer and Business Brand Equity and Mystery Shopper Research (2 lots)

Internal identifier: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.5 Value

Estimated value excluding VAT: 1 500 000 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

5.1.12 Terms of procurement

Information about review deadlines: 0

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: An Post_391 -

Information about review deadlines: 0

Organisation providing additional information about the procurement procedure: An Post_391 -

Organisation providing offline access to the procurement documents: An Post_391 -

Organisation executing the payment: An Post_391

5.1 Lot technical ID: LOT-0002

Title: Mystery Shopper Research

Description: An Post is seeking to appoint companies to a Framework for Consumer and Business Brand Equity and Mystery Shopper Research (2 lots)

Internal identifier: 2

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.5 Value

Estimated value excluding VAT: 1 500 000 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

5.1.12 Terms of procurement

Information about review deadlines: 0

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 -

Information about review deadlines: 0

Organisation providing additional information about the procurement procedure: An Post_391 -

Organisation providing offline access to the procurement documents: An Post_391 -

Organisation executing the payment: An Post_391

6 Results

Maximum value of the framework agreements in this notice: 1 500 000 Euro

Approximate value of the framework agreements: 1 500 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 000 000 Euro

Re-estimated value of the framework agreement: 1 000 000 Euro

6.1.2 Information about winners

Winner:

Official name: Ipsos B and A

Tender:

Tender identifier: 000103575

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 420556

Date on which the winner was chosen: 26/05/2025

Date of the conclusion of the contract: 12/06/2025

Winner:

Official name: Empathy Research

Tender:

Tender identifier: 000103582

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 420557

Date on which the winner was chosen: 26/05/2025

Date of the conclusion of the contract: 12/06/2025

Winner:

Official name: Core_38217

Tender:

Tender identifier: 000103547

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 420558

Date on which the winner was chosen: 26/05/2025

Date of the conclusion of the contract: 12/06/2025

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: 10

6.1 Result lot Identifier: LOT-0002

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 500 000 Euro

Re-estimated value of the framework agreement: 500 000 Euro

6.1.2 Information about winners

Winner:

Official name: Customer Perceptions

Tender:

Tender identifier: 000103515

Identifier of lot or group of lots: LOT-0002

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 420559

Date on which the winner was chosen: 26/05/2025

Date of the conclusion of the contract: 12/06/2025

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: 2

8 Organisations

8.1 ORG-0001

Official name: An Post_391

Registration number: 98788

Postal address: General Post Office

Town: Dublin 1
Postcode: D01 F5P2
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: procurementteam@anpost.ie
Telephone: +353 1 7057000
Internet address: <https://www.anpost.com>
Buyer profile: <https://www.anpost.com>
Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Review organisation
Organisation executing the payment

8.1 ORG-0002

Official name: Ipsos B and A
Registration number: 102171
Postal address: Milltown House, Mt St Annes, Milltown Road, Dublin 6
Town: Dublin 6
Postcode: D06 Y822
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: brenda@banda.ie
Telephone: 012057500
Fax: 012057522
Internet address: www.banda.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003

Official name: Empathy Research
Registration number: 545528
Postal address: Unit 9, The Anchorage, Charlotte Quay
Town: Dublin
Postcode: D04 HW61
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: robert@empathyresearch.ie
Telephone: 0862391509
Internet address: <https://www.empathyresearch.ie/>
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0004

Official name: Customer Perceptions
Registration number: 259880
Town: Dundalk, Co Louth, A91KR59

Postcode: A91KR59
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: emma.harte@customerperceptions.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0002

8.1 ORG-0005

Official name: Core_38217
Registration number: IE 507996
Town: 1 Windmill Lane, Dublin 2, D02 F206
Postcode: D02 F206
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: conor.hughes@onecore.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0006

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

8.1 ORG-0007

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

11 Notice information

11.1 Notice information

Notice identifier/version: fb4ffbf4-9d22-40bf-ac63-cdceaaaa3aac - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 25/06/2025 12:51 +01:00

Languages in which this notice is officially available: English

11.2 Publication information