

Ireland: Advertising and marketing services

Mini Competition for The Provision of Social Media Campaign Development and Management for the HSE Winter campaign

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Health Service Executive (HSE)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2 Procedure

2.1 Procedure

Title: Mini Competition for The Provision of Social Media Campaign Development and Management for the HSE Winter campaign

Description: The HSE seeks responses from Framework Members of Multi Supplier Framework for the provision of social and digital content and social media management services (HSE REF 21721) for a Mini Competition to develop and manage social media campaigns for HSE Winter Campaign

Procedure identifier: 38b41cfe-cb8d-4c82-99ea-3f4f3629e803

2.1.1 Purpose

Main nature of the contract: Services

Main 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

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 92200000 Radio and television services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 92111210 Advertising film production

2.1.2 Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 800 000 Euro

2.1.4 General information

Legal basis:

Other

5 Lot

5.1 Lot: LOT-0001

Title: Mini Competition for The Provision of Social Media Campaign Development and Management for the HSE Winter campaign

Description: The HSE seeks responses from Framework Members of Multi Supplier Framework for the provision of social and digital content and social media management services (HSE REF 21721) for a Mini Competition to develop and manage social media campaigns for HSE Winter Campaign

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main 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

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 92200000 Radio and television services

Additional classification (cpv): 22462000 Advertising material

Additional classification (cpv): 92111210 Advertising film production

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 12 Month

5.1.5 Value

Estimated value excluding VAT: 800 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

5.1.7 Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: it is mandatory that the company show how they are becoming sustainable and reducing waste etc

Social objective promoted: Other

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are not included with the following justification

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: Health Service Executive (HSE)

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

6 Results

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: ebow_95851

Tender:

Tender identifier: 000166597

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 449810

Date on which the winner was chosen: 03/06/2026

Date of the conclusion of the contract: 25/06/2026

8 Organisations

8.1 ORG-0001

Official name: Health Service Executive (HSE)

Postal address: Oak House, Millennium Park Naas Co. Kildare

Town: Kildare

Postcode: RE

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Email: procurement.helpdesk@hse.ie

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: ebow_95851

Size of the economic operator: Small

Registration number: 307496

Postal address: 3 Vernon Mews

Town: Dublin

Postcode: D03N7F6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: nikki@ebow.ie

Telephone: +447930937012

Internet address: <https://ebowdigital.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: a2d574e7-612e-4e51-baf9-d79f8345b522 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 25/06/2026 11:31 +01:00

Languages in which this notice is officially available: English