

Ireland: Public relations services

Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Louth County Council_381

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Description: Visit Louth is the official tourism brand for County Louth, promoting the county's rich heritage, vibrant towns, and scenic landscapes. Sea Louth is a coastal scenic seafood trail launched to highlight the county's maritime culture, coastal beauty, and culinary offerings. Both initiatives aim to: • Increase visitor numbers (domestic and international). • Support local tourism businesses. • Enhance the county's profile as a sustainable and attractive destination. Objectives: • Increase tourism to County Louth by raising awareness of its diverse attractions, enhancing its visibility in the domestic and international tourism markets. • Increase brand awareness/visibility, attract and grow domestic and overseas visitor numbers and spend, including within the Night-Time Economy, and align with the county's new Tourism Strategy. • Drive traffic to official websites and social channels. • Boost visitor numbers and tourism spend in County Louth The successful tenderer will work closely with the Tourism Officer and relevant stakeholders to deliver a cohesive, creative, and impactful communications strategy that enhances the visibility of county Louth as a tourism destination.

Procedure identifier: 1d652ba7-0a16-4f13-a095-511ddef7c624

Previous notice: 5fda89b2-6b50-4be6-acef-aeb4e906b380-02

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 Place of performance

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

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 35 000 Euro

2.1.4 General information

Legal basis:

Other

5 Lot

5.1 Lot: LOT-0001

Title: Delivery of an integrated Public Relations (PR), Digital Marketing and Social Media campaign, promoting the Visit Louth and Sea Louth tourism brands including the promotion of the Night Time Economy

Description: Visit Louth is the official tourism brand for County Louth, promoting the county's rich heritage, vibrant towns, and scenic landscapes. Sea Louth is a coastal scenic seafood trail launched to highlight the county's maritime culture, coastal beauty, and culinary offerings. Both initiatives aim to: • Increase visitor numbers (domestic and international). • Support local tourism businesses. • Enhance the county's profile as a sustainable and attractive destination. Objectives: • Increase tourism to County Louth by raising awareness of its diverse attractions, enhancing its visibility in the domestic and international tourism markets. • Increase brand awareness/visibility, attract and grow domestic and overseas visitor numbers and spend, including within the Night-Time Economy, and align with the county's new Tourism Strategy. • Drive traffic to official websites and social channels. • Boost visitor numbers and tourism spend in County Louth The successful tenderer will work closely with the Tourism Officer and relevant stakeholders to deliver a cohesive, creative, and impactful communications strategy that enhances the visibility of county Louth as a tourism destination.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

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

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 18 Month

5.1.5 Value

Estimated value excluding VAT: 35 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

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: Louth County Council_381

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

6 Results

Value of all contracts awarded in this notice: 32 648 Euro

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Team Sequoia Limited

Tender:

Tender identifier: 000162810

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 453638

Date on which the winner was chosen: 17/04/2026

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

8 Organisations

8.1 ORG-0001

Official name: Louth County Council_381

Registration number: 0478250R

Postal address: County Hall, Millennium Centre,

Town: Dundalk

Postcode: A91 KFW6

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

Country: Ireland

Email: procurement@louthcoco.ie

Telephone: +353429335457

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Team Sequoia Limited

Size of the economic operator: Micro

Registration number: NI705982

Postal address: 79 CIRCULAR ROAD

Town: BELFAST

Postcode: BT4 2GB

Country: United Kingdom

Email: aine@teamsequoia.co.uk

Telephone: +447703721964

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: 87d00ec8-ccfd-4d4b-b3d8-47254387e700 - 02

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 26/06/2026 09:26 +01:00

Languages in which this notice is officially available: English