

## Ireland: Advertising services

### DI/2025/04 Business to Consumer (B2C) Digital and Content Tender Pitch Specialist

Contract or concession award notice – standard regime

#### 1 Buyer

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##### 1.1 Buyer

*Official name:* Fáilte Ireland-National Tourism Development Authority

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* General public services

#### 2 Procedure

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##### 2.1 Procedure

*Title:* DI/2025/04 Business to Consumer (B2C) Digital and Content Tender Pitch Specialist

*Description:* Business to Consumer (B2C) Digital and Content Tender Pitch Specialist

*Procedure identifier:* 99977204-5b8a-43eb-bae5-61d0410012d6

*Previous notice:* 2ad36559-b71b-4e65-8d46-789cdd83b847-01

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79341000 Advertising services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79341200 Advertising management services

##### 2.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

##### 2.1.3 Value

*Estimated value excluding VAT:* 60 000 Euro

##### 2.1.4 General information

*Legal basis:*

Other

#### 5 Lot

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##### 5.1 Lot technical ID: LOT-0001

*Title:* DI/2025/04 Business to Consumer (B2C) Digital and Content Tender Pitch Specialist

*Description:* Business to Consumer (B2C) Digital and Content Tender Pitch Specialist

*Internal identifier:* 0

##### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79341000 Advertising services  
*Additional classification (cpv):* 79341100 Advertising consultancy services  
*Additional classification (cpv):* 79341200 Advertising management services

#### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Dublin (IE061)  
*Country:* Ireland  
*Additional information:*

#### **5.1.3 Estimated duration**

*Duration:* 1 Year

#### **5.1.5 Value**

*Estimated value excluding VAT:* 60 000 Euro

#### **5.1.6 General information**

Procurement Project not financed with EU Funds.

#### **5.1.7 Strategic procurement**

*Aim of strategic procurement:* Reduction of environmental impacts  
*Description:* As per the ITT  
*Approach to reducing environmental impacts:* Climate change mitigation  
*Green Procurement Criteria:* Other Green Public Procurement criteria

#### **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:* Fáilte Ireland-National Tourism Development Authority  
*Organisation providing more information on the review procedures:* The High Court of Ireland

## 6 Results

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### **6.1 Result lot Identifier: LOT-0001**

At least one winner was chosen.

#### **6.1.2 Information about winners**

*Winner:*  
*Official name:* Empirica\_49709  
*Tender:*  
*Tender identifier:* 000140486  
*Identifier of lot or group of lots:* LOT-0001  
*Contract information:*  
*Identifier of the contract:* 433985  
*Date of the conclusion of the contract:* 11/11/2025

### 8.1 ORG-0001

*Official name:* Fáilte Ireland-National Tourism Development Authority

*Registration number:* 236708

*Postal address:* 88-95 Amiens Street

*Town:* Dublin

*Postcode:* D01WR86

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [procurement@failteireland.ie](mailto:procurement@failteireland.ie)

*Telephone:* +3531 5741990

*Internet address:* <https://www.failteireland.ie>

*Buyer profile:* <https://www.failteireland.ie>

*Roles of this organisation:*

*Buyer*

*Organisation providing offline access to the procurement documents*

### 8.1 ORG-0002

*Official name:* Empirica\_49709

*Size of the economic operator:* Small

*Registration number:* 732040

*Postal address:* 57 Woodlands Road

*Town:* Dublin

*Postcode:* A96D9K4

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [claire@empirica.ie](mailto:claire@empirica.ie)

*Telephone:* 0866055959

*Internet address:* [www.empirica.ie](http://www.empirica.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](mailto: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](mailto:eproc-esender@eurodyn.com)

*Telephone:* +30 2108094500

*Roles of this organisation:*

*TED eSender*

### *Notice information*

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*Notice identifier/version:* f2e17d1d-9a24-4b7f-b859-047268307035 - 01

*Form type:* Result

*Notice type:* Contract or concession award notice – standard regime

*Notice dispatch date:* 09/01/2026 12:04 +00:00

*Languages in which this notice is officially available:* English