

106643-2026 - Competition

Ireland – Marketing services – Open Competition for the Provision of Creative Campaign Services 496

OJ S 31/2026 13/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Maynooth University

Email: procurement@mu.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Open Competition for the Provision of Creative Campaign Services 496

Description: Operating within an increasingly competitive higher education landscape, the University aims to strengthen its recognition, relevance, and distinctiveness among domestic and international audiences. The last significant market research carried out across the institution was more than 10 years ago. Maynooth University seeks: • Evidence-based insights on perceptions, competitive positioning, and market dynamics. • A compelling brand strategy grounded in research. • A creative campaign that communicates a clear, differentiating narrative

Procedure identifier: c9dd7df2-c4f8-48bd-9533-0214ae4b82ce

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 400 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Open Competition for the Provision of Creative Campaign Services 496

Description: Operating within an increasingly competitive higher education landscape, the University aims to strengthen its recognition, relevance, and distinctiveness among domestic and international audiences. The last significant market research carried out across the institution was more than 10 years ago. Maynooth University seeks: • Evidence-based insights on perceptions, competitive positioning, and market dynamics. • A compelling brand strategy grounded in research. • A creative campaign that communicates a clear, differentiating narrative

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 400 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 12/03/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7502955>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7502955>

Languages in which tenders or requests to participate may be submitted: English
Electronic catalogue: Not allowed
Tenderers may submit more than one tender: Not allowed
Deadline for receipt of tenders: 19/03/2026 12:00:00 (UTC+00:00) Western European Time, GMT
Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 19/03/2026 12:30:00 (UTC+00:00) Western European Time, GMT
Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7502955>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

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: Maynooth University
Organisation providing more information on the review procedures: The High Court of Ireland
Organisation receiving requests to participate: Maynooth University
Organisation processing tenders: Maynooth University

8. Organisations

8.1. ORG-0001

Official name: Maynooth University
Registration number: 2163
Postal address: Maynooth University
Town: Maynooth
Postcode: W23
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: procurement@mu.ie
Telephone: +4747679
Buyer profile: <https://www.maynoothuniversity.ie/>

Roles of this organisation:

Buyer
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

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-0003

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: d091b8d7-596b-41b9-90d5-e781a2245c3c - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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