

132590-2026 - Result

Ireland – Telecommunication consultancy services – Open Competition for Media Strategy, Planning and Buying 460

OJ S 39/2026 25/02/2026

Contract or concession award 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: Environmental protection

2. Procedure

2.1. Procedure

Title: Open Competition for Media Strategy, Planning and Buying 460

Description: The objective of this RFT is to appoint a media buying agency to support Maynooth University's advertising strategy, with a strong focus on student recruitment. The appointed agency will be responsible for the planning, negotiation, and purchasing of advertising space across a range of channels including TV, radio, print, video on demand, digital audio (e.g. podcasts and streaming platforms), and out of home (OOH) advertising. Social media and Google advertising are covered by a separate tender process. Key requirements include the development of integrated media plans that deliver strong reach and engagement among domestic and international student audiences. Priority services include media planning and buying, market insight, campaign tracking and reporting, and budget optimisation. The successful agency will work closely with the university's in-house marketing team to understand our target personas and translate those personas into targeted ad buying campaigns that align with our brand, our recruitment objectives, and the broader goals of the University Strategic Plan 2023 to2028.

Procedure identifier: 302bf919-6ed7-4d83-b923-befa24dab78b

Previous notice: 9f7ced17-b9b5-4375-8eb2-233b3b683b15-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 71316000 Telecommunication consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 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: 900 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Open Competition for Media Strategy, Planning and Buying 460

Description: The objective of this RFT is to appoint a media buying agency to support Maynooth University's advertising strategy, with a strong focus on student recruitment. The appointed agency will be responsible for the planning, negotiation, and purchasing of advertising space across a range of channels including TV, radio, print, video on demand, digital audio (e.g. podcasts and streaming platforms), and out of home (OOH) advertising. Social media and Google advertising are covered by a separate tender process. Key requirements include the development of integrated media plans that deliver strong reach and engagement among domestic and international student audiences. Priority services include media planning and buying, market insight, campaign tracking and reporting, and budget optimisation. The successful agency will work closely with the university's in-house marketing team to understand our target personas and translate those personas into targeted ad buying campaigns that align with our brand, our recruitment objectives, and the broader goals of the University Strategic Plan 2023 to2028.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 71316000 Telecommunication consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Years

5.1.5. Value

Estimated value excluding VAT: 900 000,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: see tender documents

Category of award fixed criterion: Fixed value (total)

Award criterion number: 1

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

6. Results

Value of all contracts awarded in this notice: 900 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Spark Foundry

Tender:

Tender identifier: 000151454

Identifier of lot or group of lots: LOT-0001

Value of the tender: 900 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 437573

Date on which the winner was chosen: 30/01/2026

Date of the conclusion of the contract: 23/02/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

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

8.1. ORG-0002

Official name: Spark Foundry

Size of the economic operator: Small

Registration number: 01

Town: dublin

Postcode: D23 0001

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: sandra.alvarez@sparkfoundry.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

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: 6a5a4f88-9182-412c-86d8-11ad902e888a - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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