

173308-2026 - Result

Ireland – Advertising and marketing services – MMP068F-26 Mini Competition for the Provision of Media Strategy, Planning and Buying Services for The Department of Children, Disability and Equality

OJ S 50/2026 12/03/2026

**Contract or concession award notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: The Office of Government Procurement

Email: support@ogp.gov.ie

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: MMP068F-26 Mini Competition for the Provision of Media Strategy, Planning and Buying Services for The Department of Children, Disability and Equality

Description: The Department of Children, Disability and Equality (DCDE) (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT). This RFT is issued in accordance with the Terms and Conditions of the OGP’s Dynamic Purchasing System for the Provision of Media Strategy, Planning and Buying Services for the Public Sector in Ireland (RFT 202086 – MMP068F), in particular Clause 5 – Procedure for Award of Contracts and Clause 6 – Mandatory Requirements and Award Criteria.

Procedure identifier: cf74386b-f966-47cb-919a-368623d46ab3

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 4 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: MMP068F-26 Mini Competition for the Provision of Media Strategy, Planning and Buying Services for The Department of Children, Disability and Equality

Description: The Department of Children, Disability and Equality (DCDE) ("the Client" or "Contracting Authority") seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT). This RFT is issued in accordance with the Terms and Conditions of the OGP's Dynamic Purchasing System for the Provision of Media Strategy, Planning and Buying Services for the Public Sector in Ireland (RFT 202086 – MMP068F), in particular Clause 5 – Procedure for Award of Contracts and Clause 6 – Mandatory Requirements and Award Criteria.

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, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.5. Value

Estimated value excluding VAT: 4 000 000,00 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: MEAT

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

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: The Office of Government Procurement

6. Results

Value of all contracts awarded in this notice: 4 000 000,00 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: 000143194

Identifier of lot or group of lots: LOT-0001

Value of the tender: 4 000 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 438242

Date on which the winner was chosen: 10/12/2025

Date of the conclusion of the contract: 18/02/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: The Office of Government Procurement

Registration number: IE3229842HH

Postal address: 3A Mayor Street Upper, Dublin 1

Town: Dublin

Postcode: D01 PF72

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: support@ogp.gov.ie

Telephone: +353 17738000

Internet address: <https://www.ogp.gov.ie>

Buyer profile: <https://www.ogp.gov.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: Micro, small, or medium

The organisation is a natural person

Registration number: IE299630

Postal address: 1 WML, Dublin 2, D02 F206

Town: Dublin
Postcode: D02 F206
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

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Form type: Result

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