

213368-2026 - Result

Ireland – Advertising and marketing services – Media Monitoring Service

OJ S 61/2026 27/03/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Department of Agriculture Food and the Marine

Email: procurement@agriculture.gov.ie

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Media Monitoring Service

Description: Media intelligence partner, providing media monitoring services and supporting analytics.

Procedure identifier: e6e158d5-358b-42d1-84d0-0c28c7aeb06c

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Ireland

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 49 999,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Media Monitoring Service

Description: Media intelligence partner, providing media monitoring services and supporting analytics.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Ireland

Anywhere in the given country

5.1.5. Value

Estimated value excluding VAT: 49 999,00 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: Cost

Description: Cost @30%

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Quality @70%

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

Award criterion number: 70

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

Organisation signing the contract: Department of Agriculture Food and the Marine

6. Results

Value of all contracts awarded in this notice: 49 999,00 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: NR Media Intelligence Ltd trading as Truehawk Media

Tender:

Tender identifier: NR Media Intelligence Ltd trading as Truehawk Media

Identifier of lot or group of lots: LOT-0001

Value of the tender: 49 999,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: NR Media Intelligence Ltd trading as Truehawk Media
Date on which the winner was chosen: 05/12/2025
Date of the conclusion of the contract: 08/12/2025
Organisation signing the contract: Department of Agriculture Food and the Marine

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: Department of Agriculture Food and the Marine

Registration number: IE4773186Q

Postal address: Agriculture House Kildare Street

Town: Dublin

Postcode: D02 WK12

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@agriculture.gov.ie

Telephone: +35316072000

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

Buyer profile: <https://www.agriculture.gov.ie>

Roles of this organisation:

Buyer

Organisation signing the contract

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

8.1. ORG-0004

Official name: NR Media Intelligence Ltd trading as Truehawk Media

Size of the economic operator: Small

Registration number: IE 3492312WH

Postal address: Guinness Enterprise Centre, Taylor's Lane, D08X8DP

Town: Dublin

Postcode: D08X8DP

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

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