

231162-2026 - Result

Ireland – Advertising services – Provision of Media Strategy Planning and Buying Services
OJ S 66/2026 03/04/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: National Transport Authority_1149
Email: procurement@nationaltransport.ie
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Provision of Media Strategy Planning and Buying Services
Description: Provision of Media Strategy Planning and Buying Services. eTenders Ref: 236579. Modification relates to the increase in contract value Initial contract value €8,000,000 New contract value: €11,004,582.32 Change permissible under Reg 72 (1) (c) the European Union (Award of Public Authority Contracts) Regulations 2016
Procedure identifier: 21c95878-5497-4f6f-b88d-090bdd041355
Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

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

2.1.3. Value

Estimated value excluding VAT: 11 004 582,32 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Media Strategy Planning and Buying Services
Description: Provision of Media Strategy Planning and Buying Services. eTenders Ref: 236579. Modification relates to the increase in contract value Initial contract value €8,000,000 New contract value: €11,004,582.32 Change permissible under Reg 72 (1) (c) the European Union (Award of Public Authority Contracts) Regulations 2016
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 subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.5. Value

Estimated value excluding VAT: 11 004 528,32 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Quality @ 50%

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

Award criterion number: 50

Criterion:

Type: Cost

Description: Cost @50%

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

Award criterion number: 50

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: National Transport Authority_1149

6. Results

Value of all contracts awarded in this notice: 11 004 582,32 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: Mindshare

Tender:

Tender identifier: Mindshare Media Ltd Tender

Identifier of lot or group of lots: LOT-0001

Value of the tender: 11 004 582,32 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Mindshare Media Ltd Contract

Date on which the winner was chosen: 15/06/2023

Date of the conclusion of the contract: 06/07/2023

Organisation signing the contract: National Transport Authority_1149

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: 4

8. Organisations

8.1. ORG-0001

Official name: National Transport Authority_1149

Registration number: 0001

Postal address: Haymarket House Smithfield Dublin 7

Town: Dublin

Postcode: D07 CF98

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@nationaltransport.ie

Telephone: (01) 879 8300

Internet address: <https://www.nationaltransport.ie>

Buyer profile: <https://www.nationaltransport.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: Mindshare
Size of the economic operator: Medium
Registration number: Mindshare Media Ltd
Town: Dublin
Postcode: Dublin 8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 40577bdf-10b3-4ba5-ab72-cb7b01e46c6b - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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