

## 262719-2026 - Result

### Ireland – Advertising services – Provision of Advertising and Creative Services for Safefood

OJ S 75/2026 17/04/2026

Contract or concession award notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: safefood

Email: [research@safefood.net](mailto:research@safefood.net)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

## 2. Procedure

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### 2.1. Procedure

Title: Provision of Advertising and Creative Services for Safefood

Description: Safefood wish to establish a Single-Party Framework Agreement for the provision of Advertising and Creative Services. Services to be provided under the framework agreement and initial call-off contract include but are not limited to: • Integrated above the line, below the line and online advertising • Integrated strategic communications planning and creative/design solutions • Understanding of target audiences and their behaviours and motivators The full list of requirements are contained within the procurement documents. Applicants must associate themselves with the competition in order to access the procurement documents, ask and receive queries and submit a response. All responses must be submitted in a ZIP file format.

Procedure identifier: b63ebf8f-77d1-43ee-af6a-7050337d311a

Previous notice: bffc9750-aa55-44ff-8b68-726e8cac3c07-01

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341100

Advertising consultancy services, 79341400 Advertising campaign services, 79340000

Advertising and marketing services

#### 2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

#### 2.1.3. Value

Estimated value excluding VAT: 2 500 000,00 EUR

Maximum value of the framework agreement: 2 500 000,00 EUR

#### 2.1.4. General information

Legal basis:

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Provision of Advertising and Creative Services for Safefood

Description: Safefood wish to establish a Single-Party Framework Agreement for the provision of Advertising and Creative Services. Services to be provided under the framework agreement and initial call-off contract include but are not limited to: • Integrated above the line, below the line and online advertising • Integrated strategic communications planning and creative/design solutions • Understanding of target audiences and their behaviours and motivators The full list of requirements are contained within the procurement documents. Applicants must associate themselves with the competition in order to access the procurement documents, ask and receive queries and submit a response. All responses must be submitted in a ZIP file format.

Internal identifier: 0

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79340000 Advertising and marketing services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

#### 5.1.3. Estimated duration

Duration: 4 Years

#### 5.1.5. Value

Estimated value excluding VAT: 2 500 000,00 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: Cost

Description: Ultimate Cost

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

Award criterion number: 20

##### Criterion:

Type: Quality

Description: Qualitative Criteria

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

Award criterion number: 80

#### 5.1.15. Techniques

**Framework agreement:**

Framework agreement, without reopening of competition

**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: safefood

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

## 6. Results

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Value of all contracts awarded in this notice: 1,00 EUR

Maximum value of the framework agreements in this notice: 2 500 000,00 EUR

**6.1. Result lot identifier: LOT-0001**

Winner selection status: At least one winner was chosen.

**Framework agreement:**

Maximum value of the framework agreement: 2 500 000,00 EUR

**6.1.2. Information about winners****Winner:**

Official name: Javelin Group

**Tender:**

Tender identifier: 000137483

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 500 000,00 EUR

Subcontracting: No

**Contract information:**

Identifier of the contract: 439391

Date of the conclusion of the contract: 01/04/2026

The contract is awarded within a framework agreement: yes

Notice that created the framework agreement: bffc9750-aa55-44ff-8b68-726e8cac3c07-01

**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

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**8.1. ORG-0001**

Official name: safefood

Registration number: N/A

Postal address: 7 Eastgate Avenue, Little Island, Cork

Town: Cork

Postcode: T45RX01

Country subdivision (NUTS): South-West (IE053)

Country: Ireland

Email: [research@safefood.net](mailto:research@safefood.net)

Telephone: 0818 404 567

Internet address: <https://www.safefood.net>

Buyer profile: <https://www.safefood.net>

**Roles of this organisation:**

Buyer

Organisation providing offline access to the procurement documents

**8.1. ORG-0002**

Official name: Javelin Group

Size of the economic operator: Micro, small, or medium

Registration number: Unknown

Town: The Warehouse, 10 Coke Lane, Smithfield, Dublin 7

Postcode: D07 T867

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [kyla@javelin.ie](mailto:kyla@javelin.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](mailto: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](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

**Roles of this organisation:**

TED eSender

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## Notice information

Notice identifier/version: f033cbe9-ff96-41fe-9aaa-0b43d4cf0110 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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