

312612-2026 - Competition

Ireland – Advertising and marketing services – MA3423F - RFT to Establish a Single Supplier Framework Agreement for the Provision of Digital Marketing, Strategy and Implementation Services for the University of Limerick (UL)

OJ S 88/2026 07/05/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Education Procurement Service (EPS)

Email: info@educationprocurementservice.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: MA3423F - RFT to Establish a Single Supplier Framework Agreement for the Provision of Digital Marketing, Strategy and Implementation Services for the University of Limerick (UL)

Description: UL is currently seeking applications to secure the provision of a highly experienced and engaged digital partner(s) to collaborate and deliver digital marketing campaigns, primarily digital campaign implementation and media buying on paid social and pay-per-click channels. The new agency will work with our large and busy team.

Procedure identifier: 50b007e9-ea17-4e18-b312-4c8030710e82

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 72212481 Sales or marketing software development services, 79415200 Design consultancy services, 79411100 Business development consultancy services, 79416200 Public relations consultancy services, 79341400 Advertising campaign services, 79342200 Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 3 500 000,00 EUR

Maximum value of the framework agreement: 3 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: MA3423F - RFT to Establish a Single Supplier Framework Agreement for the Provision of Digital Marketing, Strategy and Implementation Services for the University of Limerick (UL)

Description: UL is currently seeking applications to secure the provision of a highly experienced and engaged digital partner(s) to collaborate and deliver digital marketing campaigns, primarily digital campaign implementation and media buying on paid social and pay-per-click channels. The new agency will work with our large and busy team.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 72212481 Sales or marketing software development services, 79415200 Design consultancy services, 79411100 Business development consultancy services, 79416200 Public relations consultancy services, 79341400 Advertising campaign services, 79342200 Promotional services

5.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 3 500 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 13/04/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7768586>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7768586>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 13/05/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 365 Days

Information about public opening:

Opening date: 13/05/2026 14:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7768586>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

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: Education Procurement Service (EPS)

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

Organisation receiving requests to participate: Education Procurement Service (EPS)

Organisation processing tenders: Education Procurement Service (EPS)

8. Organisations

8.1. ORG-0001

Official name: Education Procurement Service (EPS)

Registration number: IE 6609370 G

Postal address: Castletroy Limerick

Town: Limerick

Postcode: V94 DK53

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Email: info@educationprocurementservice.ie

Telephone: 061233715

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

Buyer profile: <https://www.educationprocurementservice.ie/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

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

10. Change

Version of the previous notice to be changed

:

ae833f71-2dde-4329-88fa-e4482a132b6a-01

Main reason for change

:

Information updated

Description

:

Submission deadline has been extended

Notice information

Notice identifier/version: 4cc4be56-e5be-4d7a-8740-6d234ced651c - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 06/05/2026 12:11:09 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 312612-2026

OJ S issue number: 88/2026

Publication date: 07/05/2026