

382431-2026 - Result

Ireland – Marketing management consultancy services – REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

OJ S 106/2026 04/06/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Central Remedial Clinic

Email: jmitchell@crc.ie

Legal type of the buyer: Organisation awarding a contract subsidised by a central government authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

Description: Following the development of a new strategy for the period 2025-2030, CRC recognises that its current brand positioning no longer reflects the organisation's values, evolved role, and ambitions. CRC has identified the need for strategic repositioning to better communicate its proposition enhance stakeholder engagement support its purpose of empowering people with disabilities to live the lives they choose. CRC is now seeking a brand strategy expert to support the repositioning of its brand.

Procedure identifier: f5fbcc0f-4b7f-4a0a-91a4-aef5b813722b

Previous notice: b8b7b3b7-6668-44e8-a149-a9104a9e2651-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

2.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 500 000,00 EUR

2.1.4. General information

Legal basis:

5. Lot

5.1. Lot: LOT-0001

Title: REQUEST FOR TENDER for the Provision of Brand Strategy Development Services to the Central Remedial Clinic (CRC)

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Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.5. Value

Estimated value excluding VAT: 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

Name: Cost

Description: Cost

Criterion:

Type: Quality

Name: Quality

Description: Quality

Description of the method to be used if weighting cannot be expressed by criteria: 70%

Justification for not indicating the weighting of the award criteria: 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

Information about review deadlines: Requests for review must be submitted within the applicable time limits set out in the Remedies Regulations. Further information on review procedures and deadlines is available from the review body listed in this notice.

Organisation providing offline access to the procurement documents: Central Remedial Clinic

6. Results

Value of all contracts awarded in this notice: 89 990,00 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: RichardsDee_34517

Tender:

Tender identifier: 000124723

Identifier of lot or group of lots: LOT-0001

Value of the tender: 89 990,00 EUR

The tender was ranked: yes

Rank in the list of winners: 1

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 429269

Date on which the winner was chosen: 12/09/2025

Date of the conclusion of the contract: 22/09/2025

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-0001

Official name: Central Remedial Clinic

Registration number: CRO No. 14880

Postal address: CRC, Vernon Avenue, Clontarf, Dublin 3

Town: Dublin

Postcode: D03 R973

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: jmitchell@crc.ie

Telephone: 018542371

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: RichardsDee_34517

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

Registration number: IE9701691R

Postal address: 32 O'Connell Street Lower

Town: Dublin

Postcode: D01A4X6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: richardsdee.com

Email: simon@richardsdee.com

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

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

Notice identifier/version: f0a88d4e-b65c-41b4-a7ca-8088732a058b - 01

Form type: Result

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