

413763-2026 - Result

Ireland – Advertising and marketing services – Digital Creative Services Framework

OJ S 115/2026 17/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Electricity Supply Board (ESB)

Email: esprocurement@esb.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

Activity of the contracting entity: Electricity-related activities

2. Procedure

2.1. Procedure

Title: Digital Creative Services Framework

Description: The Contracting Entity intends to procure Digital Creative Services through the appointment of a single supplier per Lot of a framework for the delivery of Digital Creative Services to ESB Group. The procurement is divided into two Lots. Companies are invited to respond either individually to one of the Lots, or both of the Lots. Lot 1: ESB and Electric Ireland Strategic and Creative Services for Digital Channels Lot 2: ESB Networks Strategic and Creative Services for Digital Channels

Procedure identifier: 292f8761-6266-4aa8-9b96-dd6b12d15575

Previous notice: 94daf5fe-2c6d-487c-84ba-4344e3381d9d-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): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342100 Direct marketing services, 79342200 Promotional services, 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 16 900 000,00 EUR

Maximum value of the framework agreement: 16 900 000,00 EUR

2.1.4. General information

Legal basis:

5. Lot

5.1. Lot: LOT-0001

Title: Lot 1: ESB and Electric Ireland Strategic and Creative Services for Digital Channels

Description: The Contracting Entity intends to procure Digital Creative Services through the appointment of a single supplier per Lot of a framework for the delivery of Digital Creative Services to ESB Group. The procurement is divided into two Lots. Companies are invited to respond either individually to one of the Lots, or both of the Lots. Lot 1: ESB and Electric Ireland Strategic and Creative Services for Digital Channels Lot 2: ESB Networks Strategic and Creative Services for Digital Channels

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342100 Direct marketing services, 79342200 Promotional services, 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 7 Years

5.1.5. Value

Estimated value excluding VAT: 10 500 000,00 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

5.1.15. 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 additional information about the procurement procedure: Electricity Supply Board (ESB)

Organisation providing offline access to the procurement documents: Electricity Supply Board (ESB)

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

Organisation executing the payment: Electricity Supply Board (ESB)

5.1. Lot: LOT-0002

Title: Lot 2: ESB Networks Strategic and Creative Services for Digital Channels

Description: The Contracting Entity intends to procure Digital Creative Services through the appointment of a single supplier per Lot of a framework for the delivery of Digital Creative Services to ESB Group. The procurement is divided into two Lots. Companies are invited to respond either individually to one of the Lots, or both of the Lots. Lot 1: ESB and Electric Ireland Strategic and Creative Services for Digital Channels Lot 2: ESB Networks Strategic and Creative Services for Digital Channels

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342100 Direct marketing services, 79342200 Promotional services, 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 7 Years

5.1.5. Value

Estimated value excluding VAT: 6 400 000,00 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

5.1.15. 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 additional information about the procurement procedure: Electricity Supply Board (ESB)

Organisation providing offline access to the procurement documents: Electricity Supply Board (ESB)

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

Organisation executing the payment: Electricity Supply Board (ESB)

6. Results

Approximate value of the framework agreements

:

16 900 000,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 10 500 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Publicis Dublin

Tender:

Tender identifier: 000130017

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Publicis Dublin

Date of the conclusion of the contract: 17/04/2026

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: 3

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 6 400 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Forsman and Bodenfors Dublin

Tender:

Tender identifier: 000129942

Identifier of lot or group of lots: LOT-0002

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Forsman & Bodenfors

Date of the conclusion of the contract: 13/05/2026

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: Electricity Supply Board (ESB)
Registration number: 465172
Postal address: 27 Fitzwilliam Street Lower, Dublin
Town: Dublin
Postcode: D02 KT92
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: esprocurement@esb.ie
Telephone: 016765831
Internet address: <https://www.esb.ie>
Buyer profile: <https://www.esb.ie>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation executing the payment

8.1. ORG-0002

Official name: Publicis Dublin
Size of the economic operator: Small
Registration number: 38857
Postal address: Publicis Dublin, 7-11 Sir John Rogersons Quay
Town: Dublin
Postcode: D02 VC42
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: geraldine.jones@publicis.ie
Telephone: 0869481713

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Forsman and Bodenfors Dublin
Size of the economic operator: Medium
Registration number: 286818
Postal address: 4th Floor, Portview House, Thorncastle Street, Dublin
Town: Dublin
Postcode: D04V9Y9
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: jonathan.forrest@forsman.com
Telephone: 016681529
Internet address: <https://www.forsman.com/offices/ie/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0002

8.1. ORG-0004

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-0005

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: 22553526-c40d-4d4a-af0b-01c6df71a16e - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 30
Notice dispatch date: 15/06/2026 14:45:35 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: English
Notice publication number: 413763-2026
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