

426730-2026 - Result

Ireland – Advertising and marketing services – Request for The provision of Communications and Public Relations Services for Strategic Marketing of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy in 2026

OJ S 118/2026 22/06/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: The Higher Education Authority

Email: info@hea.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Request for The provision of Communications and Public Relations Services for Strategic Marketing of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy programme in 2026. The contracted agency will work closely with the HEA's MicroCreds team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy programme, ensuring the benefits and opportunities of learning through micro-credentials are effectively communicated to the target audience, and enhancing the overall visibility and impact of micro-credentials in the education sector.

Procedure identifier: bddb6e65-d2fe-4281-82de-b89cdf5bdc5e

Previous notice: 64774f62-bba3-4deb-bc6f-11f25a58db73-01

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): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 90 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Request for The provision of Communications and Public Relations Services for Strategic Marketing of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy programme in 2026. The contracted agency will work closely with the HEA's MicroCreds team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the MicroCreds.ie Portal and the Micro-credential Learner Fee Subsidy programme, ensuring the benefits and opportunities of learning through micro-credentials are effectively communicated to the target audience, and enhancing the overall visibility and impact of micro-credentials in the education sector.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 12 Months

5.1.5. Value

Estimated value excluding VAT: 90 000,00 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: cost

Criterion:

Type: Quality

Description: quality

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

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 offline access to the procurement documents: The Higher Education Authority

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

6. Results

Value of all contracts awarded in this notice: 90 000,00 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: bigO

Tender:

Tender identifier: 000171674

Identifier of lot or group of lots: LOT-0001

Value of the tender: 90 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 449045

Date on which the winner was chosen: 25/05/2026

Date of the conclusion of the contract: 02/06/2026

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: The Higher Education Authority

Registration number: 0001

Postal address: 3 Shelbourne Buildings, Crampton Avenue

Town: Dublin

Postcode: D04 C2Y6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: info@hea.ie

Telephone: 0001

Internet address: www.hea.ie

Buyer profile: www.hea.ie

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: bigO
Size of the economic operator: Small
Registration number: 447314
Postal address: 9 Mount Street Crescent
Town: Dublin
Postcode: D02 X326
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: ricky@bigo.ie
Telephone: 0868339858
Internet address: www.bigo.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
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
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: ac083e5a-64da-476a-bbef-308936d4107f - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 19/06/2026 11:47:44 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 426730-2026

OJ S issue number: 118/2026

Publication date: 22/06/2026