

427015-2026 - Result

Ireland – Advertising and marketing services – DI/2025/06 Business to Consumer (B2C) Digital and Content Agency

OJ S 118/2026 22/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fáilte Ireland-National Tourism Development Authority

Email: procurement@failteireland.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: DI/2025/06 Business to Consumer (B2C) Digital and Content Agency

Description: Business to Consumer (B2C) Digital and Content Agency

Procedure identifier: a4545b9e-e5d4-47d7-b9c2-6874eab904bd

Previous notice: 3bd7d0f3-5f65-41dd-8c1d-f39458b1ac63-01

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): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 11 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: DI/2025/06 Business to Consumer (B2C) Digital and Content Agency

Description: Business to Consumer (B2C) Digital and Content Agency

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Years

5.1.5. Value

Estimated value excluding VAT: 11 000 000,00 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: Reduction of environmental impacts

Description: As per the ITT

Approach to reducing environmental impacts: Climate change mitigation

Green Procurement Criteria: Other Green Public Procurement criteria

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Weighting 60

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

Award criterion number: 60

Criterion:

Type: Cost

Description: Weighting 40

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

Award criterion number: 40

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: Fáilte Ireland-National Tourism Development Authority

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

6. Results

Value of all contracts awarded in this notice: 11 000 000,00 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: Forsman and Bodenfors Dublin

Tender:

Tender identifier: 000153558

Identifier of lot or group of lots: LOT-0001

Value of the tender: 11 000 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 449023

Date of the conclusion of the contract: 18/06/2026

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: Fáilte Ireland-National Tourism Development Authority

Registration number: 236708

Postal address: 88-95 Amiens Street

Town: Dublin

Postcode: D01WR86

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@failteireland.ie

Telephone: +3531 5741990

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

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-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

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Form type: Result

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