

465491-2026 - Direct award preannouncement

Ireland – Business services: law, marketing, consulting, recruitment, printing and security –
Provision of media planning and buying services
OJ S 128/2026 07/07/2026
Voluntary ex-ante transparency notice
Services

1. Buyer

1.1. Buyer

Official name: Department of Climate Energy and the Environment

Email: Susan.Fleming@dcee.gov.ie

Legal type of the buyer: Central government authority

Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Provision of media planning and buying services

Description: Urgent need for media planning and buying services for a national communications campaign to promote energy efficiency behaviour

Procedure identifier: 13270fe6-009e-42c2-9aa3-9330bd73b356

Type of procedure: Negotiated without prior call for competition

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 32000000 Radio, television, communication, telecommunication and related equipment

2.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Media Planning and Buying Services

Description: Urgent need for media planning and buying services for an national communications campaign to promote energy efficiency behaviour following on from the conflict in the Middle East and Gulf region.

Internal identifier: Provision of Media Planning and Buying Services

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Ireland

Anywhere in the given country

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

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

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

6. Results

Value of all contracts awarded in this notice: 500 000,00 EUR

Direct award

:

Justification for direct award: Extreme urgency brought about by events unforeseeable for the buyer

Other justification: Urgent need for media planning and buying services for a national communications campaign on energy efficiency behaviour following on from the conflict in the Middle East and Gulf region and corresponding significant increases in global energy prices

6.1. Result lot identifier: LOT-0001

6.1.2. Information about winners

Winner:

Official name: PHD Media

Tender:

Tender identifier: Provision of media planning and buying services

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: Emergency Media Campaign 2026

Date on which the winner was chosen: 08/04/2026

8. Organisations

8.1. ORG-0001

Official name: Department of Climate Energy and the Environment

Registration number: 4002073W

Postal address: Tom Johnson House, Haddington Road

Town: Dublin

Postcode: D04K7X4

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Communications and Media Relations

Email: Susan.Fleming@dcee.gov.ie

Telephone: 01 678 2000

Buyer profile: <https://www.gov.ie/en/department-of-climate-energy-and-the-environment/>

Roles of this organisation:

Buyer

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

8.1. ORG-0004

Official name: PHD Media

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

Registration number: 456209

Postal address: 2nd Floor, 40 Mespil Road

Town: Dublin

Postcode: D04C2N4

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Media Negotiation, Buying and Bid Management

Email: contactIreland@phdmedia.com

Internet address: <https://www.phdmedia.com/ireland/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

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