

475611-2026 - Result

Ireland – Advertising and marketing services – Mini Competition for the provision Media Strategy, Planning and Buying Services for University of Limerick

OJ S 130/2026 09/07/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: The Office of Government Procurement

Email: support@ogp.gov.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: Mini Competition for the provision Media Strategy, Planning and Buying Services for University of Limerick

Description: University of Limerick (“the Client” or “Contracting Authority”) seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).

Procedure identifier: 4e0f8ced-cb8d-4c97-9633-e4d9ead54d8f

Type of procedure: Restricted

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

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 3 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Mini Competition for the provision Media Strategy, Planning and Buying Services for University of Limerick

Description: University of Limerick ("the Client" or "Contracting Authority") seeks Tenders for the Provision of Media Strategy, Planning and Buying Services. The detailed specifications of requirements are outlined in Part C of this Stage 2 Request for Tender Mini Competition (RFT).
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

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.5. Value

Estimated value excluding VAT: 3 200 000,00 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: Quality

Description: Quality

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

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

Dynamic purchasing system, only usable by buyers listed in this notice

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: The Office of Government Procurement

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

6. Results

Value of all contracts awarded in this notice: 3 200 000,00 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: Mediaedge:cia Ireland Limited

Tender:

Tender identifier: 000139760

Identifier of lot or group of lots: LOT-0001

Value of the tender: 3 200 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 454203

Date on which the winner was chosen: 18/03/2026

Date of the conclusion of the contract: 01/05/2026

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: 3

8. Organisations

8.1. ORG-0001

Official name: The Office of Government Procurement

Registration number: IE3229842HH

Postal address: 3A Mayor Street Upper, Dublin 1

Town: Dublin

Postcode: D01 PF72

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: support@ogp.gov.ie

Telephone: +353 17738000

Buyer profile: <https://www.ogp.gov.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Mediaedge:cia Ireland Limited

Size of the economic operator: Medium

Registration number: 244932

Postal address: 1 High St, Christchurch Pl, Merchants Quay, Dublin 8

Town: Dublin

Postcode: D08VOVE

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: david.hayes@wmglobal.com

Telephone: 0872393829

Internet address: www.wmglobal.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

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: 34c9218d-a1d2-4aa8-8766-9b36a7833285 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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