

486883-2026 - Competition

Ireland – Advertising services – Provision of Integrated Marketing Campaign Services

OJ S 133/2026 14/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Samaritans Ireland

Email: s.stack@samaritans.org

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

The buyer is a contracting entity

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Provision of Integrated Marketing Campaign Services

Description: Samaritans Ireland is implementing its strategic plan “Tackling Suicide Together” (2022–2027, extended to 2029), which aims to contribute to a reduction in suicide through increased awareness and access to emotional support services. Despite strong brand trust and operational scale, the organisation has identified a gap in spontaneous brand awareness, particularly among adults aged 18–34. There is also evidence of public misunderstanding regarding the scope of services provided. This tender seeks to appoint a suitably qualified marketing agency to design and deliver a national integrated awareness campaign to address these challenges.

Procedure identifier: 3bb3ce6d-95aa-4141-b5c0-a1861a0b72bb

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services, 79342000

Marketing services

2.1.2. Place of performance

Postal address: 45 Usher's Court, Usher's Quay, Dublin 8

Town: Dublin

Postcode: D08 Y223

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 140 000,00 EUR

2.1.4. General information

Legal basis:

Other

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Integrated Marketing Campaign Services

Description: Samaritans Ireland is implementing its strategic plan “Tackling Suicide Together” (2022–2027, extended to 2029), which aims to contribute to a reduction in suicide through increased awareness and access to emotional support services. Despite strong brand trust and operational scale, the organisation has identified a gap in spontaneous brand awareness, particularly among adults aged 18–34. There is also evidence of public misunderstanding regarding the scope of services provided. This tender seeks to appoint a suitably qualified marketing agency to design and deliver a national integrated awareness campaign to address these challenges.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services, 79342000 Marketing services

5.1.2. Place of performance

Postal address: 45 Usher's Court, Usher's Quay, Dublin 8

Town: Dublin

Postcode: D08 Y223

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Months

5.1.5. Value

Estimated value excluding VAT: 140 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 23/07/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8583258>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8583258>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 31/07/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 30 Days

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: Samaritans Ireland

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

Organisation receiving requests to participate: Samaritans Ireland

Organisation processing tenders: Samaritans Ireland

8. Organisations

8.1. ORG-0001

Official name: Samaritans Ireland

Registration number: 450409

Postal address: 4-5 Usher's Court, Usher's Quay, Dublin 8

Town: Dublin

Postcode: D08 Y223

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Sarah Stack

Email: s.stack@samaritans.org

Telephone: 00 353 85 860 5554

Buyer profile: www.samaritans.org

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

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

Notice information

Notice identifier/version: 514f0dd7-5e06-43e9-aac8-0c2b523716d2 - 01
Form type: Competition
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