

498157-2026 - Result

Ireland – Public relations services – Communications advisory to deliver an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council’s Housing Program

OJ S 137/2026 20/07/2026

**Contract or concession award notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: Limerick City and County Council_103432

Email: sarah.newell@limerick.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: Communications advisory to deliver an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council’s Housing Program

Description: The Supply of Services to deliver a 20 week Specific Purpose Contract relating to an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council’s Housing Programme, including accelerated housing delivery initiatives, modern methods of construction, affordable housing and other housing delivery interventions.

Procedure identifier: adadf65c-fb33-4dbe-a69c-99858a6cccb2

Previous notice: 0e95aceb-9d21-4be3-b6a0-9dd8e3cc5167-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416200 Public relations consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): South-West (IE053)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 96 500,00 EUR

2.1.4. General information

Legal basis:

Other

5. Lot

5.1. Lot: LOT-0001

Title: Communications advisory to deliver an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council's Housing Program

Description: The Supply of Services to deliver a 20 week Specific Purpose Contract relating to an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council's Housing Programme, including accelerated housing delivery initiatives, modern methods of construction, affordable housing and other housing delivery interventions.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416200 Public relations consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): South-West (IE053)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Months

5.1.5. Value

Estimated value excluding VAT: 96 500,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

5.1.7. Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: The Supply of Services to deliver a 20 week Specific Purpose Contract relating to an integrated Public Relations (PR), Digital Marketing and Social Media campaign to support the delivery of Limerick City and County Council's Housing Programme, including accelerated housing delivery initiatives, modern methods of construction, affordable housing and other housing delivery interventions.

Social objective promoted: Other

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

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: Limerick City and County Council_103432

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

Organisation signing the contract: Limerick City and County Council_103432

6. Results

Value of all contracts awarded in this notice: 96 500,00 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: Core Optimisation Limited

Tender:

Tender identifier: 000181652

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 454795

Date of the conclusion of the contract: 17/07/2026

Organisation signing the contract: Limerick City and County Council_103432

8. Organisations

8.1. ORG-0001

Official name: Limerick City and County Council_103432

Registration number: 3267368TH

Postal address: Merchant's Quay,

Town: Limerick.

Postcode: V94 EH90

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Email: sarah.newell@limerick.ie

Telephone: +353 61 556000

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation signing the contract

8.1. ORG-0002

Official name: Core Optimisation Limited

Size of the economic operator: Small

Registration number: Core Optimisation Ltd

Postal address: Unit 2 Bay 137, Shannon Industrial Estate

Town: Shannon

Postcode: V14FP57

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Email: caroline@coreoptimisation.com
Telephone: 00353860862840
Internet address: www.coreoptimisation.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: 75ab3a57-4359-4d31-bb9f-b28032885d6a - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: E4

Notice dispatch date: 17/07/2026 10:34:52 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 498157-2026

OJ S issue number: 137/2026

Publication date: 20/07/2026