

511409-2026 - Competition

Ireland – Advertising services – Provision of Media Buying Planning Services and Creative Strategic Services for the Mental Health Commission

OJ S 140/2026 23/07/2026

Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Mental Health Commission

Email: mark.phillips@mhcirl.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Provision of Media Buying Planning Services and Creative Strategic Services for the Mental Health Commission

Description: The MHC is seeking tenders from suitable qualified providers, across 2 Lots, for the Provision of Lot 1. Media Buying Planning Services and Lot 2. Creative Strategic Services for the Mental Health Commission. Contract term is 2 years with an option to extend for a further 3 years.

Procedure identifier: b445b65e-4fe8-4054-ba56-475bcba02164

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, 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: 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Media Buying and Planning Services

Description: The MHC is seeking tenders from suitable qualified providers, across 2 Lots, for the Provision of Lot 1. Media Buying Planning Services and Lot 2. Creative Strategic Services for the Mental Health Commission. Contract term is 2 years with an option to extend for a further 3 years.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 500 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. 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: 10/08/2026 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=8698483>

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=8698483>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 24/08/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 24/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8698483>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

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: Mental Health Commission

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

Organisation receiving requests to participate: Mental Health Commission

Organisation processing tenders: Mental Health Commission

5.1. Lot: LOT-0002

Title: Provision of Strategic and Creative Services

Description: The MHC is seeking tenders from suitable qualified providers, across 2 Lots, for the Provision of Lot 1. Media Buying Planning Services and Lot 2. Creative Strategic Services for the Mental Health Commission. Contract term is 2 years with an option to extend for a further 3 years.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 500 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. 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: 10/08/2026 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=8698483>

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=8698483>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 24/08/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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Electronic ordering will be used: yes

Electronic payment will be used: yes

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: Mental Health Commission

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

Organisation receiving requests to participate: Mental Health Commission

Organisation processing tenders: Mental Health Commission

8. Organisations

8.1. ORG-0001

Official name: Mental Health Commission

Registration number: 9626691B

Postal address: Waterloo Exchange, Waterloo Road

Town: Dublin

Postcode: D04 E5W7

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Mark Phillips. Procurement Dept. MHC

Email: mark.phillips@mhcir.ie

Telephone: 01 6362400

Internet address: www.mhcirl.ie

Buyer profile: www.mhcirl.ie

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: 58ca92f7-8963-4564-865a-8ad6eccecb48 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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