

523690-2026 - Result

Ireland – Marketing services – Open Competition for the Provision of Creative Campaign Services 496

OJ S 144/2026 29/07/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Maynooth University

Email: procurement@mu.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Open Competition for the Provision of Creative Campaign Services 496

Description: Operating within an increasingly competitive higher education landscape, the University aims to strengthen its recognition, relevance, and distinctiveness among domestic and international audiences. The last significant market research carried out across the institution was more than 10 years ago. Maynooth University seeks: • Evidence-based insights on perceptions, competitive positioning, and market dynamics. • A compelling brand strategy grounded in research. • A creative campaign that communicates a clear, differentiating narrative

Procedure identifier: c9dd7df2-c4f8-48bd-9533-0214ae4b82ce

Previous notice: d091b8d7-596b-41b9-90d5-e781a2245c3c-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79310000 Market research services, 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 400 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Open Competition for the Provision of Creative Campaign Services 496

Description: Operating within an increasingly competitive higher education landscape, the University aims to strengthen its recognition, relevance, and distinctiveness among domestic and international audiences. The last significant market research carried out across the institution was more than 10 years ago. Maynooth University seeks: • Evidence-based insights on perceptions, competitive positioning, and market dynamics. • A compelling brand strategy grounded in research. • A creative campaign that communicates a clear, differentiating narrative

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79310000 Market research services, 79340000 Advertising and marketing 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: 400 000,00 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: See tender documents

Description of the method to be used if weighting cannot be expressed by criteria: See tender documents

Justification for not indicating the weighting of the award criteria: See tender documents

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: Maynooth University

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

6. Results

Value of all contracts awarded in this notice: 400 000,00 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: SAPIENCE (ICENSE BV)

Tender:

Tender identifier: 000163309

Identifier of lot or group of lots: LOT-0001

Value of the tender: 400 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 455212

Date on which the winner was chosen: 01/07/2026

Date of the conclusion of the contract: 27/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

8. Organisations

8.1. ORG-0001

Official name: Maynooth University

Registration number: 2163

Postal address: Maynooth University

Town: Maynooth

Postcode: W23

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@mu.ie

Telephone: +4747679

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: SAPIENCE (ICENSE BV)

Size of the economic operator: Micro

Registration number: 0730961217

Postal address: Rue Charles Martel 6-8

Town: Brussels

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: davide@wearesapience.com

Telephone: +32491080812

Internet address: <https://www.wearesapience.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: 82995278-cbbb-4940-811f-0fcffb9c770f - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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