

**Ireland-Dublin: Advertising and marketing services**  
**OJ S 175/2023 12/09/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Sport Ireland Facilities DAC

National registration number: 9580507E

Postal address: Sport Ireland Campus, Snugborough Road

Town: Dublin 15

NUTS code: IE Éire / Ireland

Postal code: Blanchardstown

Country: Ireland

Contact person: Fiona Nolan

E-mail: [fionanolan@sportirelandcampus.ie](mailto:fionanolan@sportirelandcampus.ie)

Telephone: +353 016464301

Fax: +353 016464369

**Internet address(es):**

Main address: [www.sportirelandcampus.ie](http://www.sportirelandcampus.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/81432>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Sports Facility

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Media Buying and Planning Services

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Contracting Authority wishes to appoint a suitable party to supply Media buying and Planning services which will meet the needs of the organisation. We are seeking a supplier to provide a media buying service, which will ensure successful advertising campaigns for the key products outlined in the tender.

The tender submission should outline a brief 'Media Plan Proposal' outlining a proposed approach to reach the target markets outlined below for a sample 12 month period.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 750 000,00 EUR

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

**II.2.4. Description of the procurement**

The Contracting Authority wishes to appoint a suitable party to supply Media buying and Planning services which will meet the needs of the organisation. We are seeking a supplier to provide a media buying service, which will ensure successful advertising campaigns for the key products outlined in the tender.

The tender submission should outline a brief 'Media Plan Proposal' outlining a proposed approach to reach the target markets outlined below for a sample 12 month period.

**II.2.5. Award criteria**

Price

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**II.2.14. Additional information**

**Section IV: Procedure**

---

**IV.1. Description**

**IV.1.1. Type of procedure**

Open procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

**IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**IV.2. Administrative information**

**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 068-201754](#)

**IV.2.8. Information about termination of dynamic purchasing system**

## IV.2.9. Information about termination of call for competition in the form of a prior information notice

### Section V: Award of contract

---

**Contract No:** 1

**Title:**

Media Buying and Planning Services

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

28/08/2023

##### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: Mediaedge:cia Ireland Limited

National registration number: 8244932J

Postal address: 1 High Street Dublin 8

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

E-mail: [david.hayes@wmglobal.com](mailto:david.hayes@wmglobal.com)

Telephone: +353 14150300

Fax: +353 1916690099

The contractor is an SME: yes

##### V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 750 000,00 EUR

##### V.2.5. Information about subcontracting

### Section VI: Complementary information

---

#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Sport Ireland Facilities DAC

Town: Dublin

Country: Ireland

##### VI.5. Date of dispatch of this notice

07/09/2023

