

570727-2026 - Result

Ireland – Advertising consultancy services – Provision of Media Planning and Buying Services
OJ S 158/2026 18/08/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Horse Racing Ireland (HRI)

Email: procure@hri.ie

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Provision of Media Planning and Buying Services

Description: Horse Racing Ireland is seeking a service provider with expertise in the provision of Strategic Media Planning and Buying services across the Republic of Ireland and Northern Ireland.

Procedure identifier: 916b79b3-9853-4ccf-8267-7c001f5e4f6d

Previous notice: fe2fa4f7-9ca1-476b-aab6-89873e22290c-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 EUR

Maximum value of the framework agreement: 5 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Media Planning and Buying Services

Description: Horse Racing Ireland is seeking a service provider with expertise in the provision of Strategic Media Planning and Buying services across the Republic of Ireland and Northern Ireland.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 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: Team - Depth and breadth of technical ability and expertise/Insights Strategy and media planning/Effectiveness and Measurement/Transparency

Criterion:

Type: Price

Description: Most economically advantageous Tender

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

Procurement Document

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

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: Horse Racing Ireland (HRI)

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

6. Results

Approximate value of the framework agreements

:

5 000 000,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 5 000 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Havas Media

Tender:

Tender identifier: 000179396

Identifier of lot or group of lots: LOT-0001

Value of the tender: 5 000 000,00 EUR

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 456108

Date on which the winner was chosen: 25/06/2026

Date of the conclusion of the contract: 14/08/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from medium tenderers

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: Horse Racing Ireland (HRI)

Registration number: 9605282N

Postal address: Ballymany

Town: The Curragh

Postcode: R56 XE37

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procure@hri.ie

Telephone: 045 455 455

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Havas Media

Size of the economic operator: Medium

The organisation is a natural person

Registration number: 9605282N

Town: Dublin

Postcode: D02 V9P0
Country subdivision (NUTS): Mid-East (IE062)
Country: Ireland
Email: gareth.fitzpatrick@havasmedia.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: cb0cc4a6-596a-40d3-a1b7-455b4b601794 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 14/08/2026 14:52:49 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 570727-2026

OJ S issue number: 158/2026

Publication date: 18/08/2026