

616170-2026 - Competition

Ireland – Advertising services – SAMSIRE001 - Provision of Integrated Marketing Campaign Services

OJ S 172/2026 07/09/2026

Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Samaritans Ireland

Email: c.moore@samaritans.org

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

The buyer is a contracting entity

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: SAMSIRE001 - Provision of Integrated Marketing Campaign Services

Description: Samaritans Ireland is inviting tenders from suitably qualified agencies or consultants to establish a single-supplier framework agreement for the creative design, production and media planning and buying of its public-awareness advertising campaigns over a period of up to two years, dependent on future funding (2026 – 2028). This specifically includes the initial call-off of the delivery a national integrated awareness campaign within six months of appointment. This campaign will have a total spend of €140,000, inclusive of VAT and all costs and media buying.

Procedure identifier: 46ee7c0a-0b3b-4301-938f-d9dde762363a

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): 79340000 Advertising and marketing services, 79341400 Advertising campaign services

2.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 140 000,00 EUR

2.1.4. General information

Legal basis:

Other

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: SAMSIRE001 - Provision of Integrated Marketing Campaign Services

Description: Samaritans Ireland is inviting tenders from suitably qualified agencies or consultants to establish a single-supplier framework agreement for the creative design, production and media planning and buying of its public-awareness advertising campaigns over a period of up to two years, dependent on future funding (2026 – 2028). This specifically includes the initial call-off of the delivery a national integrated awareness campaign within six months of appointment. This campaign will have a total spend of €140,000, inclusive of VAT and all costs and media buying.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341400 Advertising campaign services

5.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Months

5.1.5. Value

Estimated value excluding VAT: 113 821,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: The Establishment of a Single source for the Provision of Integrated Marketing Campaign Services to Samaritans Ireland

Social objective promoted: Other

Innovation procurement: The procured works, supplies or services involve research and development activities.

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are included

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: 15/09/2026 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=8953967>

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=8953967>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 05/10/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 30 Days

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: Samaritans Ireland

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

Organisation receiving requests to participate: Samaritans Ireland

Organisation processing tenders: Samaritans Ireland

8. Organisations

8.1. ORG-0001

Official name: Samaritans Ireland

Department: Communications and Policy

Town: 4-5 Ushers Court, Ushers Quay, Dublin 8

Postcode: D08 Y223

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: c.moore@samaritans.org

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: 5ce12653-7ca7-4aa7-8ece-9d10468f6196 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: E3
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