

623423-2026 - Result

Ireland – Advertising and marketing services – MMP071F-21 Mini Competition for Creative Campaign Services - Department of Agriculture, Food and Marine
OJ S 175/2026 10/09/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: The Office of Government Procurement
Email: support@ogp.gov.ie
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: MMP071F-21 Mini Competition for Creative Campaign Services - Department of Agriculture, Food and Marine
Description: MMP071F-21 Mini Competition for Creative Campaign Services - Department of Agriculture, Food and Marine
Procedure identifier: 96e6b617-cc8b-4225-b177-4e75071dee78
Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management 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: 600 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: MMP071F-21 Mini Competition for Creative Campaign Services - Department of Agriculture, Food and Marine

Description: MMP071F-21 Mini Competition for Creative Campaign Services - Department of Agriculture, Food and Marine
Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.5. Value

Estimated value excluding VAT: 600 000,00 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: Quality

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

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

Dynamic purchasing system, only usable by buyers listed in this notice

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: The Office of Government Procurement

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

6. Results

Value of all contracts awarded in this notice: 600 000,00 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: Bloom

Tender:

Tender identifier: 000154022
Identifier of lot or group of lots: LOT-0001
Value of the tender: 600 000,00 EUR
Subcontracting: No
Contract information:
Identifier of the contract: 457195
Date on which the winner was chosen: 28/04/2026
Date of the conclusion of the contract: 22/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 8

8. Organisations

8.1. ORG-0001

Official name: The Office of Government Procurement

Registration number: IE3229842HH

Postal address: 3A Mayor Street Upper, Dublin 1

Town: Dublin

Postcode: D01 PF72

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: support@ogp.gov.ie

Telephone: +353 17738000

Internet address: <https://www.ogp.gov.ie>

Buyer profile: <https://www.ogp.gov.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Bloom

Size of the economic operator: Small

Registration number: 329840

Postal address: The Black Church, St. Mary's Place

Town: Dublin

Postcode: D07P4AX

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: Yvonne@bloom.ie

Telephone: 086 661510

Internet address: www.bloom.ie

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

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