

637117-2026 - Competition

Ireland – Advertising and marketing services – MC/2026/03 Creative Strategy and Communication Services

OJ S 179/2026 16/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fáilte Ireland-National Tourism Development Authority

Email: procurement@failteireland.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: MC/2026/03 Creative Strategy and Communication Services

Description: Creative Strategy and Communication Services

Procedure identifier: b55a1a74-04df-48b3-9963-a1a273b25aec

Type of procedure: Restricted

The procedure is accelerated: no

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, 79341400 Advertising campaign services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services, 79342300 Customer services, 79342310 Customer survey services, 79342311 Customer satisfaction survey, 79342320 Customer-care services, 79342321 Customer-loyalty programme, 79342400 Auction services, 79342410 Electronic auction services, 79400000 Business and management consultancy and related services, 79411000 General management consultancy services, 79411100 Business development consultancy services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79416000 Public relations services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 15 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: MC/2026/03 Creative Strategy and Communication Services

Description: Creative Strategy and Communication Services

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, 79341400 Advertising campaign services, 79341200 Advertising management services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services, 79342300 Customer services, 79342310 Customer survey services, 79342311 Customer satisfaction survey, 79342320 Customer-care services, 79342321 Customer-loyalty programme, 79342400 Auction services, 79342410 Electronic auction services, 79400000 Business and management consultancy and related services, 79411000 General management consultancy services, 79411100 Business development consultancy services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79416000 Public relations 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: 15 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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: Reduction of environmental impacts

Description: As per the documentation published with this tender

Approach to reducing environmental impacts: Climate change mitigation

Green Procurement Criteria: National Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

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: 28/09/2026 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=9079097>

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=9079097>

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 requests to participate: 15/10/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

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: Fáilte Ireland-National Tourism Development Authority

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

Organisation receiving requests to participate: Fáilte Ireland-National Tourism Development Authority

Organisation processing tenders: Fáilte Ireland-National Tourism Development Authority

8. Organisations

8.1. ORG-0001

Official name: Fáilte Ireland-National Tourism Development Authority

Registration number: 236708

Postal address: 88-95 Amiens Street

Town: Dublin

Postcode: D01WR86

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@failteireland.ie

Telephone: +3531 5741990

Internet address: <https://www.failteireland.ie>

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

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

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