

85560-2026 - Result

Ireland – Advertising services – Advertising, design and media buying services for the Pensions Authority

OJ S 25/2026 05/02/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: The Pensions Authority

Email: procurement@pensionsauthority.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: Advertising, design and media buying services for the Pensions Authority

Description: The Authority needs the services of an experienced advertising and design agency to provide support services to assist in delivering the Authority's communication messages to include: • creative design • media buying • graphic design and printing • social media content development • consumer research /insights • translation services • photography • video production • communications strategy advice • assisting the Authority to ensure its advertising obligations under the Official Languages Act are met.

Procedure identifier: a0fb17c8-ebdd-4a59-a289-c29ecc92a882

Previous notice: 1920cda8-15c5-4c42-b361-d53e3485151a-03

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): 22462000 Advertising material, 79341400 Advertising campaign services, 79341200 Advertising management services, 79340000 Advertising and marketing services, 92111210 Advertising film production, 79961100 Advertising photography services, 92111220 Advertising video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 540 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Advertising, design and media buying services for the Pensions Authority

Description: The Authority needs the services of an experienced advertising and design agency to provide support services to assist in delivering the Authority's communication messages to include: • creative design • media buying • graphic design and printing • social media content development • consumer research /insights • translation services • photography • video production • communications strategy advice • assisting the Authority to ensure its advertising obligations under the Official Languages Act are met.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 22462000 Advertising material, 79341400 Advertising campaign services, 79341200 Advertising management services, 79340000 Advertising and marketing services, 92111210 Advertising film production, 79961100 Advertising photography services, 92111220 Advertising video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 540 000,00 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

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: MEAT

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

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: The Pensions Authority

6. Results

Value of all contracts awarded in this notice: 540 000,00 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: Javelin Advertising_33749

Tender:

Tender identifier: 000036754

Identifier of lot or group of lots: LOT-0001

Value of the tender: 540 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 435217

Date on which the winner was chosen: 23/01/2024

Date of the conclusion of the contract: 31/01/2024

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: The Pensions Authority

Registration number: 9584039R

Postal address: Verschoyle House, 28-30 Lower Mount Street, Dublin 2, D02 KX27

Town: Dublin

Postcode: D02 KX27

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@pensionsauthority.ie

Telephone: 353(0)16131900

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

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Javelin Advertising_33749

Size of the economic operator: Micro, small, or medium

Registration number: 114318

Town: Dublin

Postcode: D02 KX27

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: ken@javelin.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

Notice identifier/version: f4bc5f18-4079-46ea-8182-1e700e7531a6 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 04/02/2026 10:53:41 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 85560-2026

OJ S issue number: 25/2026

Publication date: 05/02/2026