

213776-2026 - Licitación

Irlanda – Servicios de publicidad – Media Planning and Buying Services for Safefood

OJ S 61/2026 27/03/2026

Anuncio de contrato o de concesión. Régimen normal

Servicios

1. Comprador

1.1. Comprador

Denominación oficial: safefood

Correo electrónico: research@safefood.net

Naturaleza jurídica del comprador: Organismo de Derecho público

Actividad del poder adjudicador: Servicios públicos generales

2. Procedimiento

2.1. Procedimiento

Título: Media Planning and Buying Services for Safefood

Descripción: Safefood wish a competitive process for the establishment of a single party framework agreement for Media Planning and Buying Services. The services to be provided will include the provision of integrated media planning and buying service across all media channels for Safefood, together with the provision of integrated strategic media communications planning. Safefood also requires an understanding of target audiences and their behaviours and motivations. Services shall include the following: 1.Analysis of the media consumption habits on the island of Ireland (North and South) of audiences targeted by Safefood communications. 2.Detailed analysis of all relevant media channels and updates on media market trends. 3.Assistance with development of Safefood integrated marketing communications plans. 4.Preparation of media strategy and media plan in response to Safefood campaign briefs. 5.Advice and assistance on any media planning and buying issues relating to advertising campaigns undertaken by or on behalf of Safefood in response to the brief provided. 6.Purchase of media space as per prices and quality parameters that will be set on behalf of Safefood. Responsibility for the negotiation and buying of media across all media channels. This may include Paid Search, Social Media advertising and all digital media channels. 7.Ongoing analysis of media performance while in campaign (e.g. Costs, TVRs, GRPs, Impressions, Views, Coverage/Frequency, access to required quality of media inventory), noting any issues and advising, in a timely manner, of recommended remedial actions in order to deliver optimal communication levels. 8.Recommendation of social media strategies and advice on trends in the use of social media platforms. Please note, Safefood manages, and will continue to manage its own social media platforms 9.As required, sourcing, negotiation and buying of sponsorship for advertising campaigns, for advertiser-funded TV programmes, for media sponsorships, for media promotions and for media partnerships in accordance with agreed media strategies. 10.From time to time, Safefood may require the media agency to provide information on ad category or industry spends for particular sectors (e.g. soft drinks/confectionery). 11.Provision, on a timely basis, of post-campaign reports against buying objectives and targets. This is to include media pricing reporting and variances. 12.Advising in post campaign reports, where improvements in performance can be made for future campaigns. 13.To liaise and co-operate with Safefood's creative advertising services agencies, its public relations agencies and other third parties, including media outlets, digital

partners and print and production companies, as required for the successful delivery of effective media communications. 14.Implementing and operating a rigorous quality control system to monitor the provision of the Services in accordance with agreed practices and procedures. 15.The operation of strict budgetary controls and reporting systems in relation to the provision of the Services, including without limitation in respect of media fees and media costs. 16.Submission (if requested) to media buying performance auditing by such persons as Safefood may designate from time to time during the Term and for a period of three (3) years thereafter, including the timely provision of data required by any Auditor. 17.Addressing ad hoc requests from Safefood in relation to tactical opportunities that may arise from time to time. 18. Analysis and interpretation of Safefood data to assess its impact upon media planning and buying decisions. 19.All work to be carried out in compliance to Safefood brand guidelines.

PLEASE ALSO REFER TO THE QUALIFICATION QUESTIONNAIRE DOCUMENT

Identificador del procedimiento: aaf09e86-6257-46f5-b5d4-621eab9555ac

Tipo de procedimiento: Negociado con publicación previa de un anuncio de licitación / licitación con negociación

El procedimiento está acelerado: no

2.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79341000 Servicios de publicidad

Clasificación adicional (cpv): 79341100 Servicios de consultoría en publicidad, 79340000

Servicios de publicidad y de marketing, 79341200 Servicios de gestión publicitaria, 79341400

Servicios de campañas de publicidad

2.1.2. Lugar de ejecución

Subdivisión del país (NUTS): South-West (IE053)

País: Irlanda

2.1.3. Valor

Valor estimado, IVA excluido: 4 000 000,00 EUR

Valor máximo del acuerdo marco: 4 000 000,00 EUR

2.1.4. Información general

Base jurídica:

Directiva 2014/24/UE

2.1.6. Motivos de exclusión

Fuentes de los motivos de exclusión: Documento de contratación

5. Lote

5.1. Lote: LOT-0001

Título: Media Planning and Buying Services for Safefood

Descripción: Safefood wish a competitive process for the establishment of a single party framework agreement for Media Planning and Buying Services. The services to be provided will include the provision of integrated media planning and buying service across all media channels for Safefood, together with the provision of integrated strategic media communications planning. Safefood also requires an understanding of target audiences and their behaviours and motivations. Services shall include the following: 1.Analysis of the media consumption habits on the island of Ireland (North and South) of audiences targeted by Safefood communications. 2.Detailed analysis of all relevant media channels and updates on media market trends. 3.Assistance with development of Safefood integrated marketing

communications plans. 4.Preparation of media strategy and media plan in response to Safefood campaign briefs. 5.Advice and assistance on any media planning and buying issues relating to advertising campaigns undertaken by or on behalf of Safefood in response to the brief provided. 6.Purchase of media space as per prices and quality parameters that will be set on behalf of Safefood. Responsibility for the negotiation and buying of media across all media channels. This may include Paid Search, Social Media advertising and all digital media channels. 7.Ongoing analysis of media performance while in campaign (e.g. Costs, TVRs, GRPs, Impressions, Views, Coverage/Frequency, access to required quality of media inventory), noting any issues and advising, in a timely manner, of recommended remedial actions in order to deliver optimal communication levels. 8.Recommendation of social media strategies and advice on trends in the use of social media platforms. Please note, Safefood manages, and will continue to manage its own social media platforms 9.As required, sourcing, negotiation and buying of sponsorship for advertising campaigns, for advertiser-funded TV programmes, for media sponsorships, for media promotions and for media partnerships in accordance with agreed media strategies. 10.From time to time, Safefood may require the media agency to provide information on ad category or industry spends for particular sectors (e.g. soft drinks/confectionery). 11.Provision, on a timely basis, of post-campaign reports against buying objectives and targets. This is to include media pricing reporting and variances. 12.Advising in post campaign reports, where improvements in performance can be made for future campaigns. 13.To liaise and co-operate with Safefood's creative advertising services agencies, its public relations agencies and other third parties, including media outlets, digital partners and print and production companies, as required for the successful delivery of effective media communications. 14.Implementing and operating a rigorous quality control system to monitor the provision of the Services in accordance with agreed practices and procedures. 15.The operation of strict budgetary controls and reporting systems in relation to the provision of the Services, including without limitation in respect of media fees and media costs. 16.Submission (if requested) to media buying performance auditing by such persons as Safefood may designate from time to time during the Term and for a period of three (3) years thereafter, including the timely provision of data required by any Auditor. 17.Addressing ad hoc requests from Safefood in relation to tactical opportunities that may arise from time to time. 18. Analysis and interpretation of Safefood data to assess its impact upon media planning and buying decisions. 19.All work to be carried out in compliance to Safefood brand guidelines. PLEASE ALSO REFER TO THE QUALIFICATION QUESTIONNAIRE DOCUMENT

Identificador interno: 0

5.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79341000 Servicios de publicidad

Clasificación adicional (cpv): 79341100 Servicios de consultoría en publicidad, 79340000

Servicios de publicidad y de marketing, 79341200 Servicios de gestión publicitaria, 79341400

Servicios de campañas de publicidad

5.1.2. Lugar de ejecución

Subdivisión del país (NUTS): South-West (IE053)

País: Irlanda

5.1.3. Duración estimada

Duración: 48 Meses

5.1.5. Valor

Valor estimado, IVA excluido: 4 000 000,00 EUR

5.1.6. Información general

Participación reservada:

La participación no está reservada.

Proyecto de contratación pública no financiado con fondos de la UE

La contratación pública está cubierta por el Acuerdo sobre Contratación Pública (ACP): sí

5.1.7. Contratación estratégica

Objetivo de la contratación estratégica: Ninguna contratación estratégica

5.1.9. Criterios de selección

Fuentes de los criterios de selección: Documento de contratación

Información sobre la segunda fase de un procedimiento de dos fases:

Número mínimo de candidatos que serán invitados a la segunda fase del procedimiento: 5

Número máximo de candidatos que serán invitados a la segunda fase del procedimiento: 5

El procedimiento se desarrollará en fases sucesivas. En cada fase, pueden eliminarse algunos participantes

El comprador se reserva el derecho de adjudicar el contrato sobre la base de las ofertas iniciales sin necesidad de más negociaciones

5.1.11. Pliegos de contratación

Lenguas en las que los pliegos de contratación están disponibles oficialmente: inglés

Lenguas en las que los pliegos de contratación (o parte de ellos) están disponibles de forma no oficial: inglés

Plazo para solicitar información complementaria: 10/04/2026 12:00:00 (UTC+00:00) Hora de Europa Occidental, GMT

Dirección de los pliegos de contratación: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7785647>

5.1.12. Condiciones de la contratación pública

Condiciones de presentación:

Presentación electrónica: Obligatoria

Dirección para la presentación: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7785647>

Lenguas en las que pueden presentarse las ofertas o solicitudes de participación: inglés

Catálogo electrónico: No autorizada

Los licitadores pueden presentar más de una oferta: Permitida

Plazo de recepción de solicitudes de participación: 27/04/2026 12:00:00 (UTC+00:00) Hora de Europa Occidental, GMT

Condiciones del contrato:

La ejecución del contrato debe realizarse en el marco de programas de empleo protegido: No

Facturación electrónica: Permitida

Se utilizarán pedidos electrónicos: no

Se utilizará el pago electrónico: sí

5.1.15. Técnicas

Acuerdo marco:

Acuerdo marco sin convocatoria de nueva licitación

Número máximo de participantes: 1

Información sobre el sistema dinámico de adquisición:

Ningún sistema dinámico de adquisición

5.1.16. Información adicional, mediación y recurso

Organización encargada de los procedimientos de recurso: The High Court of Ireland

Organización que proporciona acceso fuera de línea a los documentos de la contratación: safefood

Organización que proporciona más información sobre los procedimientos de recurso: The High Court of Ireland

Organización que recibe solicitudes de participación: safefood

Organización que tramita ofertas: safefood

8. Organizaciones

8.1. ORG-0001

Denominación oficial: safefood

Número de registro: N/A

Dirección postal: 7 Eastgate Avenue, Little Island, Cork

Localidad: Cork

Código postal: T45RX01

Subdivisión del país (NUTS): South-West (IE053)

País: Irlanda

Correo electrónico: research@safefood.net

Teléfono: 0818 404 567

Dirección de internet: <https://www.safefood.net>

Perfil de comprador: <https://www.safefood.net>

Funciones de esta organización:

Comprador

Organización que proporciona acceso fuera de línea a los documentos de la contratación

Organización que recibe solicitudes de participación

Organización que tramita ofertas

8.1. ORG-0002

Denominación oficial: The High Court of Ireland

Número de registro: The High Court of Ireland

Departamento: The High Court of Ireland

Dirección postal: Four Courts, Inns Quay, Dublin 7

Localidad: Dublin

Código postal: D07 WDX8

Subdivisión del país (NUTS): Dublin (IE061)

País: Irlanda

Correo electrónico: HighCourtCentralOffice@courts.ie

Teléfono: +353 1 8886000

Funciones de esta organización:

Organización encargada de los procedimientos de recurso

Organización que proporciona más información sobre los procedimientos de recurso

8.1. ORG-0003

Denominación oficial: European Dynamics S.A.

Número de registro: 002024901000

Departamento: European Dynamics S.A.

Localidad: Athens

Código postal: 15125

Subdivisión del país (NUTS): Βόρειος Τομέας Αθηνών (EL301)

País: Grecia

Correo electrónico: eproc-esender@eurodyn.com

Teléfono: +30 2108094500

Funciones de esta organización:

TED eSender

Información del anuncio

Identificador/versión del anuncio: 4e84f3bf-961c-41a0-a5bf-00dad4586ced - 01

Tipo de formulario: Licitación

Tipo de anuncio: Anuncio de contrato o de concesión. Régimen normal

Subtipo de anuncio: 16

Fecha de envío del anuncio: 25/03/2026 17:04:36 (UTC+00:00) Hora de Europa Occidental, GMT

Lenguas en las que este anuncio está disponible oficialmente: inglés

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