

213776-2026 - Hange

Iirimaa – Reklaamiteenused – Media Planning and Buying Services for Safefood

OJ S 61/2026 27/03/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: safefood

E-posti aadress: research@safefood.net

Hankija õiguslik vorm: Avalik-õiguslik isik

Hankija tegevus: Üldised avalikud teenused

2. Menetlus

2.1. Menetlus

Pealkiri: Media Planning and Buying Services for Safefood

Kirjeldus: 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

Menetluse tunnus: aaf09e86-6257-46f5-b5d4-621eab9555ac

Menetluse liik: Väljakuulutamisega läbirääkimistega hankemenetlus / konkurentsipõhine läbirääkimistega hankemenetlus

Kiirendatud menetlus: ei

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79341000 Reklaamiteenused

Täiendav liigitus (cpv): 79341100 Reklaaminõustamisteenused, 79340000 Reklaami- ja turundusteenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused

2.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): South-West (IE053)

Riik: Iirimaa

2.1.3. Maksumus

Eeldatav maksumus käibemaksuta: 4 000 000,00 EUR

Raamlepingu maksimaalne maksumus: 4 000 000,00 EUR

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/24/EL

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Hankedokument

5. Osa

5.1. Osa: LOT-0001

Pealkiri: Media Planning and Buying Services for Safefood

Kirjeldus: 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

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Sisemine tunnus: 0

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79341000 Reklaamiteenused

Täiendav liigitus (cpv): 79341100 Reklaaminõustamisteenused, 79340000 Reklaami- ja turundusteenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused

5.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): South-West (IE053)

Riik: Iirimaa

5.1.3. Eeldatav kestus

Kestus: 48 Kuud

5.1.5. Maksumus

Eeldatav maksumus käibemaksuta: 4 000 000,00 EUR

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): jah

5.1.7. Strateegilised hanked

Strateegilise hanke eesmärk: Ei kohaldata strateegilist hanget

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Hankedokument

Teave kaheetapilise menetluse teise etapi kohta:

Menetluse teise etapi kutsutavate taotlejate miinimumarv: 5

Menetluse teise etapi kutsutavate taotlejate maksimumarv: 5

Menetlus toimub järjestikuste etappidena. Igas etapis võidakse mõni osaleja kõrvaldada

Hankija jätab endale õiguse sõlmida leping esialgsete pakkumuste alusel ilma edasiste läbirääkimisteta

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: inglise keel

Keeled, milles hankedokumendid (või nende osad) on mitteametlikult kättesaadavad: inglise keel

Lisateabe taotlemise tähtaeg: 10/04/2026 12:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7785647>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7785647>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: inglise keel

Elektrooniline kataloog: Ei ole lubatud

Pakkujad võivad esitada rohkem kui ühe pakkumuse: Lubatud

Osalemistaotluste esitamise tähtaeg: 27/04/2026 12:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Lubatud

Kasutatakse elektroonilisi tellimusi: ei

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid

Raamleping:

Raamleping ilmainikonkursita

Osalejate maksimaalne arv: 1

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: The High Court of Ireland

Hankedokumentidele internetivälist juurdepääsu pakkuv organisatsioon: safefood
Organisatsioon, mis annab lisateavet vaidlustamise kohta: The High Court of Ireland
Organisatsioon, millele laekuvad osalemistaotlused: safefood
Pakkumusi menetlev organisatsioon: safefood

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: safefood
Registreerimisnumber: N/A
Postiaadress: 7 Eastgate Avenue, Little Island, Cork
Linn: Cork
Sihtnumber: T45RX01
Riik – jaotus (NUTS): South-West (IE053)
Riik: Iirimaa
E-posti aadress: research@safefood.net
Telefon: 0818 404 567
Internetiaadress: <https://www.safefood.net>
Hankija profiil: <https://www.safefood.net>
Selle organisatsiooni rollid:
Hankija
Hankedokumentidele internetivälist juurdepääsu pakkuv organisatsioon
Organisatsioon, millele laekuvad osalemistaotlused
Pakkumusi menetlev organisatsioon

8.1. ORG-0002

Ametlik nimi: The High Court of Ireland
Registreerimisnumber: The High Court of Ireland
Osakond: The High Court of Ireland
Postiaadress: Four Courts, Inns Quay, Dublin 7
Linn: Dublin
Sihtnumber: D07 WDX8
Riik – jaotus (NUTS): Dublin (IE061)
Riik: Iirimaa
E-posti aadress: HighCourtCentralOffice@courts.ie
Telefon: +353 1 8886000
Selle organisatsiooni rollid:
Vaidlustusorgan
Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0003

Ametlik nimi: European Dynamics S.A.
Registreerimisnumber: 002024901000
Osakond: European Dynamics S.A.
Linn: Athens
Sihtnumber: 15125
Riik – jaotus (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Riik: Kreeka
E-posti aadress: eproc-esender@eurodyn.com
Telefon: +30 2108094500

Selle organisatsiooni rollid:

TED eSender

Teave teate kohta

Teate tunnus/version: 4e84f3bf-961c-41a0-a5bf-00dad4586ced - 01

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 16

Teate saatmise kuupäev: 25/03/2026 17:04:36 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 213776-2026

ELT S väljaande number: 61/2026

Avaldamise kuupäev: 27/03/2026