

213776-2026 - Iomaíocht

Éire – Advertising services – Media Planning and Buying Services for Safefood

OJ S 61/2026 27/03/2026

Fógra maidir le conradh nó lamháltas — an gnáthchóras

Seirbhísí

1. Ceannaitheoir

1.1. Ceannaitheoir

Ainm oifigiúil: safefood

R-phost: research@safefood.net

Cineál dlíthiúil an cheannaitheora: Comhlacht dlí phoiblí

Gníomhaíocht an údaráis chonarthaigh: Seirbhísí poiblí ginearálta

2. Nós imeachta

2.1. Nós imeachta

Teideal: Media Planning and Buying Services for Safefood

Cur síos: 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

Aitheantóir an nós imeachta: aaf09e86-6257-46f5-b5d4-621eab9555ac

An cineál nós imeachta: Idirbheartaíocht lena mbaineann foilsiú roimh ré glao ar iomaíocht / iomaíocht lena mbaineann idirbheartaíocht

Tá an nós imeachta á bhrostú: níl

2.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79341000 Advertising services

Aicmiú breise (cpv): 79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): South-West (IE053)

Tír: Éire

2.1.3. Luach

Luach measta gan CBL a áireamh: 4 000 000,00 EUR

Uasluach an chreat-chomhaontaithe: 4 000 000,00 EUR

2.1.4. Eolas ginearálta

Bunús dlí:

Treoir 2014/24/AE

2.1.6. Forais eisiaimh

Foinse na gcúiseanna eisiúna: Doiciméad Soláthair

5. Luchtóg

5.1. Luchtóg: LOT-0001

Teideal: Media Planning and Buying Services for Safefood

Cur síos: 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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Aitheantóir inmheánach: 0

5.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79341000 Advertising services

Aicmiú breise (cpv): 79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): South-West (IE053)

Tír: Éire

5.1.3. Fad measta

Fad ama: 48 Míonna

5.1.5. Luach

Luach measta gan CBL a áireamh: 4 000 000,00 EUR

5.1.6. Eolas ginearálta

Rannpháirtíocht fhorchoimeáda:

Ní fhorchoimeádtar an rannpháirtíocht.

Tionscadal soláthair nach maoinítear le cistí an Aontais

Tá an soláthar cumhdaithe ag an gComhaontú maidir le Soláthar Rialtais (GPA): tá

5.1.7. Soláthar straitéiseach

Aidhm an tsoláthair straitéisigh: Níl soláthar straitéiseach i gceist

5.1.9. Critéir roghnúcháin

Foinse na gcritéir roghnaithe: Doiciméad Soláthair

Eolas faoin dara céim de nós imeachta dhá chéim:

An líon íosta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 5

An líon uasta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 5

Beidh an nós imeachta ar siúl i gcéimeanna comhleanúnacha. I ngach céim, d'fhéadfaí roinnt rannpháirtithe a dhíchur

Forchoimeádann an ceannaitheoir an ceart an Conradh a dhámhachtain ar bhonn na dtairiscintí tosaigh gan aon chaibidlíocht eile

5.1.11. Doiciméid soláthair

Na teangacha ina bhfuil na doiciméid soláthair ar fáil go hoifigiúil: Béarla

Na teangacha ina bhfuil na doiciméid soláthair (nó codanna díobh) ar fáil go neamhoifigiúil: Béarla

Spríoc-am chun eolas breise a iarraidh: 10/04/2026 12:00:00 (UTC+00:00) Am Iarthar na hEorpa, GMT

Seoladh na ndoiciméad soláthair: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7785647>

5.1.12. Téarmaí soláthair

Téarmaí na haighneachta:

Cur isteach leictreonach: Éigeantach

Seoladh an chur isteach: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7785647>

Na teangacha inar féidir tairiscintí nó iarrataí ar rannpháirtíocht a chur isteach: Béarla

Catalóg leictreonach: Ní ceadmhach

Féadfaidh tairgeoirí níos mó ná tairiscint amháin a chur isteach: Ceadmhach

Spríocdháta chun iarrataí ar rannpháirtíocht a fháil: 27/04/2026 12:00:00 (UTC+00:00) Am Iarthar na hEorpa, GMT

Téarmaí an chonartha:

Ní mór an Conradh a chur i gcrích faoi chuimsiú clár fostaíochta dídeanaí: Ní hea

Sonrascú leictreonach: Ceadmhach

Úsáidfear ordú leictreonach: níl

Úsáidfear íocaíocht leictreonach: tá

5.1.15. Teicnící

Creat-chomhaontú:

Creat-chomhaontú, gan an iomaíocht a athoscailt

An t-uaslíon rannpháirtithe: 1

Eolas faoin gcóras ceannaigh dinimiciúil:

Níl feidhm ag córas ceannaigh dinimiciúil

5.1.16. Tuilleadh eolais, idirghabháil agus athbhreithniú

Eagraíocht athbhreithniúcháin: The High Court of Ireland

Eagraíocht a sholáthraíonn rochtain as líne ar na doiciméid soláthair: safefood

Eagraíocht a sholáthraíonn tuilleadh faisnéise faoi na nósanna imeachta athbhreithnithe: The High Court of Ireland

Eagraíocht a fhaigheann iarratais ar rannpháirtíocht: safefood

Eagraíocht a phróiseálann tairiscintí: safefood

8. Eagraíochtaí

8.1. ORG-0001

Ainm oifigiúil: safefood

Uimhir chlárúcháin: N/A

Seoladh poist: 7 Eastgate Avenue, Little Island, Cork

Baile: Cork

Cód poist: T45RX01

Foroinn tíre (NUTS): South-West (IE053)

Tír: Éire

R-phost: research@safefood.net

Teil.: 0818 404 567

Seoladh idirlín: <https://www.safefood.net>

Próifíl an cheannaitheora: <https://www.safefood.net>

Róil na heagraíochta seo:

Ceannaitheoir

Eagraíocht a sholáthraíonn rochtain as líne ar na doiciméid soláthair

Eagraíocht a fhaigheann iarratais ar rannpháirtíocht

Eagraíocht a phróiseálann tairiscintí

8.1. ORG-0002

Ainm oifigiúil: The High Court of Ireland

Uimhir chlárúcháin: The High Court of Ireland

Roinn: The High Court of Ireland

Seoladh poist: Four Courts, Inns Quay, Dublin 7

Baile: Dublin

Cód poist: D07 WDX8

Foroinn tíre (NUTS): Dublin (IE061)

Tír: Éire

R-phost: HighCourtCentralOffice@courts.ie

Teil.: +353 1 8886000

Róil na heagraíochta seo:

Eagraíocht athbhreithniúcháin

Eagraíocht a sholáthraíonn tuilleadh faisnéise faoi na nósanna imeachta athbhreithnithe

8.1. ORG-0003

Ainm oifigiúil: European Dynamics S.A.

Uimhir chlárúcháin: 002024901000

Roinn: European Dynamics S.A.

Baile: Athens

Cód poist: 15125

Foroinn tíre (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Tír: An Ghréig
R-phost: eproc-esender@eurodyn.com
Teil.: +30 2108094500
Róil na heagraíochta seo:
TED eSender

Eolas faoin bhfógra

Aitheantóir/leagan an fhógra: 4e84f3bf-961c-41a0-a5bf-00dad4586ced - 01
Cineál na foirme: lomaíocht
Cineál an fhógra: Fógra maidir le Conradh nó lamháltas — an gnáthchóras
Fochineál an fhógra: 16
Dáta seolta an fhógra: 25/03/2026 17:04:36 (UTC+00:00) Am Iarthar na hEorpa, GMT
Na teangacha ina bhfuil an fógra seo ar fáil go hoifigiúil: Béarla
Uimhir foilseacháin an fhógra: 213776-2026
Uimhir eagráin IO S: 61/2026
Dáta foilsithe: 27/03/2026