

213776-2026 - Konkurss

Īrija – Reklāmas pakalpojumi – Media Planning and Buying Services for Safefood

OJ S 61/2026 27/03/2026

Paziņojums par līgumu vai paziņojums par koncesiju — standarta režīms

Pakalpojumi

1. Pircējs

1.1. Pircējs

Oficiālais nosaukums: safefood

E-pasts: research@safefood.net

Pircēja juridiskais statuss: Publisko tiesību subjekts

Līgumslēdzējas iestādes darbības joma: Vispārēji sabiedriskie pakalpojumi

2. Procedūra

2.1. Procedūra

Nosaukums: Media Planning and Buying Services for Safefood

Apraksts: 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
Procedūras identifikators: aaf09e86-6257-46f5-b5d4-621eab9555ac
Procedūras veids: Sarunu procedūra ar iepirkuma iepriekšēju izsludināšanu/konkursa procedūra ar sarunām
Procedūra ir paātrināta: nē

2.1.1. Mērķis

Līguma veids: Pakalpojumi

Galvenā klasifikācija (cpv): 79341000 Reklāmas pakalpojumi

Papildu klasifikācija (cpv): 79341100 Reklāmas konsultāciju pakalpojumi, 79340000 Reklāmas un tirgdarbības pakalpojumi, 79341200 Reklāmas pārvaldības pakalpojumi, 79341400 Reklāmas kampaņu pakalpojumi

2.1.2. Izpildes vieta

Valsts apakšiedalījums (NUTS): South-West (IE053)

Valsts: Īrija

2.1.3. Vērtība

Paredzamā vērtība bez PVN: 4 000 000,00 EUR

Pamat nolīguma maksimālā vērtība: 4 000 000,00 EUR

2.1.4. Vispārīga informācija

Juridiskais pamats:

Direktīva 2014/24/ES

2.1.6. Izslēgšanas iemesli

Izslēgšanas iemeslu avoti: Iepirkuma dokuments

5. Daļa

5.1. Daļa: LOT-0001

Nosaukums: Media Planning and Buying Services for Safefood

Apraksts: 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

lekšējais identifikators: 0

5.1.1. Mērķis

Līguma veids: Pakalpojumi

Galvenā klasifikācija (cpv): 79341000 Reklāmas pakalpojumi

Papildu klasifikācija (cpv): 79341100 Reklāmas konsultāciju pakalpojumi, 79340000 Reklāmas un tirgdarbības pakalpojumi, 79341200 Reklāmas pārvaldības pakalpojumi, 79341400 Reklāmas kampaņu pakalpojumi

5.1.2. Izpildes vieta

Valsts apakšiedalījums (NUTS): South-West (IE053)

Valsts: Īrija

5.1.3. Paredzamais ilgums

Darbības termiņš: 48 Mēneši

5.1.5. Vērtība

Paredzamā vērtība bez PVN: 4 000 000,00 EUR

5.1.6. Vispārīga informācija

Rezervēta dalība:

Dalība nav rezervēta.

Iepirkuma projekts, kas netiek finansēts no ES fondiem

Uz iepirkumu attiecas Nolīgums par valsts iepirkumu: jā

5.1.7. Stratēģiskais iepirkums

Stratēģiskā iepirkuma mērķis: Nav stratēģiskā iepirkuma

5.1.9. Atlases kritēriji

Atlases kritēriju avoti: Iepirkuma dokuments

Informācija par divposmu procedūras otro posmu:

Minimālais kandidātu skaits, ko paredzēts uzaicināt uz procedūras otro posmu: 5

Maksimālais kandidātu skaits, ko paredzēts uzaicināt uz procedūras otro posmu: 5

Procedūra notiks secīgos posmos. Katrā posmā daži dalībnieki var tikt izslēgti

Pircējs patur tiesības piešķirt līguma slēgšanas tiesības, pamatojoties uz sākotnējiem piedāvājumiem, bez turpmākām sarunām

5.1.11. Iepirkuma dokumenti

Valodas, kurās ir oficiāli pieejami iepirkuma dokumenti: angļu valoda

Valodas, kurās neoficiāli pieejami iepirkuma dokumenti (vai to daļas): angļu valoda

Termiņš papildu informācijas pieprasīšanai: 10/04/2026 12:00:00 (UTC+00:00) Rietumeiropas laiks

Adrese, kur pieejami iepirkuma dokumenti: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7785647>

5.1.12. Iepirkuma noteikumi

Iesniegšanas noteikumi:

Elektroniskā iesniegšana: Prasīts

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

Valodas, kurās var iesniegt piedāvājumus vai dalības pieprasījumus: angļu valoda

Elektroniskais katalogs: Nav atļauts

Pretendenti var iesniegt vairākus piedāvājumus: Atļauts

Dalības pieprasījumu saņemšanas termiņš: 27/04/2026 12:00:00 (UTC+00:00) Rietumeiropas laiks

Līguma noteikumi:

Līguma izpilde jāveic saskaņā ar aizsargātas nodarbinātības programmām: Nē

Elektroniskie rēķini: Atļauts

Tiks izmantoti elektroniskie pasūtījumi: nē

Tiks izmantoti elektroniskie maksājumi: jā

5.1.15. Paņēmieni

Pamatnolīgums:

Pamatnolīgums bez konkursa atsākšanas

Maksimālais dalībnieku skaits: 1

Informācija par dinamisko iepirkumu sistēmu:

Nav dinamiskās iepirkumu sistēmas

5.1.16. Papildu informācija, mediācija un pārskatīšana

Pārskatīšanas organizācija: The High Court of Ireland

Organizācija, kas nodrošina bezsaistes piekļuvi iepirkuma procedūras dokumentiem: safefood
Organizācija, kas sniedz sīkāku informāciju par pārskatīšanas procedūru: The High Court of Ireland
Organizācija, kas saņem dalības pieprasījumus: safefood
Organizācija, kas apstrādā piedāvājumus: safefood

8. Organizācijas

8.1. ORG-0001

Oficiālais nosaukums: safefood
Reģistrācijas numurs: N/A
Pasta adrese: 7 Eastgate Avenue, Little Island, Cork
Pilsēta: Cork
Pasta indekss: T45RX01
Valsts apakšiedalījums (NUTS): South-West (IE053)
Valsts: Īrija
E-pasts: research@safefood.net
Tālrunis: 0818 404 567
Interneta adrese: <https://www.safefood.net>
Pircēja profils: <https://www.safefood.net>

Šīs organizācijas lomas:

Pircējs
Organizācija, kas nodrošina bezsaistes piekļuvi iepirkuma procedūras dokumentiem
Organizācija, kas saņem dalības pieprasījumus
Organizācija, kas apstrādā piedāvājumus

8.1. ORG-0002

Oficiālais nosaukums: The High Court of Ireland
Reģistrācijas numurs: The High Court of Ireland
Departaments: The High Court of Ireland
Pasta adrese: Four Courts, Inns Quay, Dublin 7
Pilsēta: Dublin
Pasta indekss: D07 WDX8
Valsts apakšiedalījums (NUTS): Dublin (IE061)
Valsts: Īrija
E-pasts: HighCourtCentralOffice@courts.ie
Tālrunis: +353 1 8886000

Šīs organizācijas lomas:

Pārskatīšanas organizācija
Organizācija, kas sniedz sīkāku informāciju par pārskatīšanas procedūru

8.1. ORG-0003

Oficiālais nosaukums: European Dynamics S.A.
Reģistrācijas numurs: 002024901000
Departaments: European Dynamics S.A.
Pilsēta: Athens
Pasta indekss: 15125
Valsts apakšiedalījums (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Valsts: Grieķija
E-pasts: eproc-esender@eurodyn.com

Tālrunis: +30 2108094500

Šīs organizācijas lomas:

TED eSender

Informācija par paziņojumu

Paziņojuma identifikators/versija: 4e84f3bf-961c-41a0-a5bf-00dad4586ced - 01

Veidlapas tips: Konkurss

Paziņojuma veids: Paziņojums par līgumu vai paziņojums par koncesiju — standarta režīms

Paziņojuma apakšveids: 16

Paziņojuma nosūtīšanas datums: 25/03/2026 17:04:36 (UTC+00:00) Rietumeiropas laiks

Valodas, kurās oficiāli pieejams šis paziņojums: angļu valoda

Paziņojuma publikācijas numurs: 213776-2026

OV S sērijas izdevuma numurs: 61/2026

Publicēšanas datums: 27/03/2026