

213776-2026 - Kompetizzjoni

L-Irlanda – Servizi tar-reklamar – Media Planning and Buying Services for Safefood

OJ S 61/2026 27/03/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Servizzi

1. Xerrej

1.1. Xerrej

Isem uffiċjali: safefood

Email: research@safefood.net

Tip legali tax-xerrej: Korp irregolat bil-liġi pubblika

Attività tal-awtorità kontraenti: Servizi publiċi generali

2. Proċedura

2.1. Proċedura

Titlu: Media Planning and Buying Services for Safefood

Deskrizzjoni: 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

Identifikatur tal-proċedura: aaf09e86-6257-46f5-b5d4-621eab9555ac

Tip ta' proċedura: Innegożjata bil-pubblikazzjoni minn qabel ta' sejha għall-kompetizzjoni/għall-kompetizzjoni bin-negożjar

Il-proċedura hija aċċellerata: le

2.1.1. Għan

Natura tal-kuntratt: Servizi

Klassifikazzjoni prinċipali (cpv): 79341000 Servizi tar-reklamar

Klassifikazzjoni addizzjonali (cpv): 79341100 Servizi ta' konsulenza dwar ir-reklamar, 79340000 Servizi tar-reklamar u l-marketing, 79341200 Servizi ta' l-amministrazzjoni tar-reklamar, 79341400 Servizi ta' kampanji tar-reklamar

2.1.2. Post tal-prestazzjoni

Sottodivizjoni tal-pajjiż (NUTS): South-West (IE053)

Pajjiż: L-Irlanda

2.1.3. Valur

Valur stmat mingħajr VAT: 4 000 000,00 EUR

Valur massimu tal-ftehim qafas: 4 000 000,00 EUR

2.1.4. Informazzjoni ġenerali

Bażi legali:

Direttiva 2014/24/UE

2.1.6. Raġunijiet għall-eskluzzjoni

Sors tal-motivi għall-eżklussjoni: Dokument tal-Akkwist

5. Lott

5.1. Lott: LOT-0001

Titlu: Media Planning and Buying Services for Safefood

Deskrizzjoni: 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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Identifikatur intern: 0

5.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79341000 Servizzi tar-reklamar

Klassifikazzjoni addizzjonali (cpv): 79341100 Servizzi ta' konsulenza dwar ir-reklamar, 79340000 Servizzi tar-reklamar u l-marketing, 79341200 Servizzi ta' l-amministrazzjoni tar-reklamar, 79341400 Servizzi ta' kampanji tar-reklamar

5.1.2. Post tal-prestazzjoni

Sottodivizjoni tal-pajjiż (NUTS): South-West (IE053)

Pajjiż: L-Irlanda

5.1.3. Tul ta' żmien stmat

Tul ta' żmien: 48 Xhur

5.1.5. Valur

Valur stmat mingħajr VAT: 4 000 000,00 EUR

5.1.6. Informazzjoni ġenerali

Parteċipazzjoni riżervata:

Il-parteċipazzjoni mhijiex riżervata.

Proġett ta' akkwist mhux iffinanzjat mill-Fondi tal-UE

L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): iva

5.1.7. Akkwist strateġiku

Għan tal-akkwist strateġiku: Ebda akkwist strateġiku

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Dokument tal-Akkwist

Informazzjoni dwar it-tieni stadju ta' proċedura b'żewġ stadi:

Numru minimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 5

Numru massimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 5

Il-proċedura se ssir fi stadji suċċessivi. F'kull stadju, xi parteċipanti jistgħu jiġu eliminati

Ix-xerrej jirriżerva d-dritt li jagħti l-kuntratt abbażi tal-offerti inizjali mingħajr negozjar ulterjuri

5.1.11. Dokumenti tal-akkwist

Lingwi li bihom id-dokumenti tal-akkwist huma disponibbli uffiċjalment: Ingliż

Lingwi li bihom id-dokumenti tal-akkwist (jew partijiet minnhom) huma disponibbli mhux uffiċjalment: Ingliż

Skadenza biex tintalab informazzjoni addizzjonali: 10/04/2026 12:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Indirizz tad-dokumenti tal-akkwist: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7785647>

5.1.12. Termini tal-akkwist

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7785647>

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-parteċipazzjoni: Ingliż

Katalogu elettroniku: Mhux permessa

L-offerenti jistgħu jifgħu aktar minn offerta waħda: Permissa

Skadenza biex jintlaqgħu t-talbiet għall-parteċipazzjoni: 27/04/2026 12:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Termini tal-kuntratt:

L-eżekuzzjoni tal-kuntratt għandha titwettag fil-qafas ta' programmi ta' impjiegi protetti: Le

Fatturazzjoni elettronika: Permissa

Se tintuża l-ordni elettronika: le

Se jintuża l-pagament elettroniku: iva

5.1.15. Tekniki

Ftehim qafas:

Ftehim qafas, mingħajr ma terġa' tinfetaħ il-kompetizzjoni

Numru massimu ta' parteċipanti: 1

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u rieżami

Organizzazzjoni tar-rieżami: The High Court of Ireland

Organizzazzjoni li tipprovdi aċċess offline għad-dokumenti tal-akkwist: safefood
Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami: The High Court of Ireland
Organizzazzjoni li tirċievi t-talbiet għall-partecipazzjoni: safefood
Organizzazzjoni li tipproċessa l-offerti: safefood

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: safefood
Numru tar-reġistrazzjoni: N/A
Indirizz postali: 7 Eastgate Avenue, Little Island, Cork
Belt: Cork
Kodiċi postali: T45RX01
Sottodivizjoni tal-pajjiż (NUTS): South-West (IE053)
Pajjiż: L-Irlanda
Email: research@safefood.net
Telefown: 0818 404 567
Indirizz tal-internet: <https://www.safefood.net>
Profil tax-xerrej: <https://www.safefood.net>
Rwoli ta' din l-organizzazzjoni:
Xerrej
Organizzazzjoni li tipprovdi aċċess offline għad-dokumenti tal-akkwist
Organizzazzjoni li tirċievi t-talbiet għall-partecipazzjoni
Organizzazzjoni li tipproċessa l-offerti

8.1. ORG-0002

Isem uffiċjali: The High Court of Ireland
Numru tar-reġistrazzjoni: The High Court of Ireland
Dipartiment: The High Court of Ireland
Indirizz postali: Four Courts, Inns Quay, Dublin 7
Belt: Dublin
Kodiċi postali: D07 WDX8
Sottodivizjoni tal-pajjiż (NUTS): Dublin (IE061)
Pajjiż: L-Irlanda
Email: HighCourtCentralOffice@courts.ie
Telefown: +353 1 8886000
Rwoli ta' din l-organizzazzjoni:
Organizzazzjoni tar-rieżami
Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami

8.1. ORG-0003

Isem uffiċjali: European Dynamics S.A.
Numru tar-reġistrazzjoni: 002024901000
Dipartiment: European Dynamics S.A.
Belt: Athens
Kodiċi postali: 15125
Sottodivizjoni tal-pajjiż (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Pajjiż: Il-Greċja
Email: eproc-esender@eurodyn.com

Telefown: +30 2108094500

Rwoli ta' din l-organizzazzjoni:

TED eSender

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: 4e84f3bf-961c-41a0-a5bf-00dad4586ced - 01

Tip ta' formola: Kompetizzjoni

Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Sottotip tal-avviż: 16

Data ta' meta ntbagħat l-avviż: 25/03/2026 17:04:36 (UTC+00:00) Hin tal-Ewropa tal-Punent, GMT

Lingwi li bihom dan l-avviż huwa disponibbli ufficjalment: Ingliz

Numru tal-pubblikazzjoni tal-avviż: 213776-2026

Numru tal-ħarġa tal-ĠU S: 61/2026

Data tal-pubblikazzjoni: 27/03/2026