

**Estonia-Tallinn: Advertising and marketing services**  
**OJ S 17/2023 24/01/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Eesti Haigekassa

National registration number: 74000091

Postal address: Lastekodu tn 48

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10113

Country: Estonia

Contact person: ERGO PALLO

E-mail: [info@haigekassa.ee](mailto:info@haigekassa.ee)

Telephone: +372 55542720

**Internet address(es):**

Main address: <http://www.haigekassa.ee>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Kohustuslik sotsiaalkindlustus

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Meediapindade ja meediaplaneerimise teenuse osutamine

Reference number: 253506

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Riigihanke eesmärgiks on leida meedateenuste partner Tervisekassa meediapindade planeerimiseks, broneerimiseks, vahendamiseks ja järelevalve teenuse pakkumiseks.

**II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 950 000,00 EUR

#### **II.2. Description**

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

##### **II.2.3. Place of performance**

NUTS code: EE Eesti

##### **II.2.4. Description of the procurement**

Riigihanke eesmärgiks on leida meedateenuste partner Tervisekassa meediapindade planeerimiseks, broneerimiseks, vahendamiseks ja järelevalve teenuse pakkumiseks.

##### **II.2.5. Award criteria**

Quality criterion - Name: Venekeelse sihtgrupini jõudmise meediastrateegia ja -plaan kampaaniale / Weighting: 20.0

Quality criterion - Name: Meediastrateegia ja -plaan kampaaniale / Weighting: 50.0

Price - Weighting: 30.0

##### **II.2.11. Information about options**

Options: no

##### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

##### **II.2.14. Additional information**

#### **Section IV: Procedure**

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##### **IV.1. Description**

###### **IV.1.1. Type of procedure**

Open procedure

###### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

###### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

##### **IV.2. Administrative information**

###### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 161-459280](#)

###### **IV.2.8. Information about termination of dynamic purchasing system**

###### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

#### **Section V: Award of contract**

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Contract No: 6-2.5/105

**Title:**

Raamleping

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

12/12/2022

**V.2.2. Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Inspired Universal McCann OÜ

National registration number: 11092436

Postal address: Tehnika tn 55

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10136

Country: Estonia

E-mail: [info@inspired.ee](mailto:info@inspired.ee)

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 950 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

Riigihange ei ole jaotatud osadeks, kuna eesmärgiks on leida üks raamlepingu alusel täisteenust pakkuv ettevõtja. Osadeks jaotamata riigihankes vastutab teenuse terviklikkuse ja eesmärkide saavutamise eest ainult üks ettevõtja.

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

**VI.5. Date of dispatch of this notice**

19/01/2023