

**Lithuania-Vilnius: Advertising services**  
**OJ S 51/2021 15/03/2021**  
**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: Viešoji įstaiga „Keliauk Lietuvoje“

National registration number: 304971997

Postal address: Gedimino pr. 38

Town: Vilnius

NUTS code: LT Lietuva

Postal code: LT-01104

Country: Lithuania

Contact person: Justina Šatikė

E-mail: [justina.s@lithuania.travel](mailto:justina.s@lithuania.travel)

Telephone: +370 68285470

**Internet address(es):**

Main address: <https://www.lithuania.travel/>

Address of the buyer profile: <https://pirkimai.eviesiejipirkimai.lt/ctm/Company/CompanyInformation/Index/73351>

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

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Reklamos kampanijos paslaugos Jungtinės Karalystės rinkoje

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Reklamos kampanijos paslaugos Jungtinės Karalystės rinkoje.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 102 530,00 EUR

## **II.2. Description**

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

79341000 Advertising services

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

NUTS code: UK United Kingdom

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

- 1) suplanuoti ir įgyvendinti 4 mėnesių trukmės efektyvią radiją / radijo reklamos kampaniją;
- 2) suplanuoti ir įgyvendinti 4 mėnesių trukmės efektyvią reklamos kampaniją skaitmeniniuose kanaluose;
- 3) atlikti reklamos kampanijos efektyvumo tyrimą.

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

Quality criterion - Name: Praktinė užduotis / Weighting: 60

Price - Weighting: 40

### **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:  
yes

Identification of the project: Lietuvos gamtos ir kultūros paveldo objektų (išteklių) pristatymas Vokietijos ir Jungtinės Karalystės atvykstamojo turizmo rinkoms, Nr. 05.4.1-LVPA-V-812-02-0001.

### **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: [2020/S 184-444359](#)

#### **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:** ST-5

**Title:**

Reklamos kampanijos paslaugos Jungtinės Karalystės rinkoje

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

24/02/2021

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 1

The contract has been awarded to a group of economic operators: yes

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

Official name: UAB „Inspired Communications“

National registration number: 300642933

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Official name: UAB „Milk Agency“

National registration number: 300634324

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 102 530,00 EUR

Total value of the contract/lot: 102 530,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Vilniaus apygardos teismas

Town: Vilnius

Country: Lithuania

#### VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:  
Viešųjų pirkimų įstatymo VII skyriaus nustatyta tvarka.

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

10/03/2021