

Lithuania-Vilnius: Advertising services
OJ S 56/2021 22/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

Telephone: +370 68285470

Internet address(es):

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

Address of the buyer profile: <https://pirkimai.eviesiejiirkimai.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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reklamos kampanijos paslaugos Prancūzijos 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 Prancūzijos 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: 114 909,09 EUR

II.2. Description**II.2.2. Additional CPV code(s)**

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

- 1) suplanuoti ir įgyvendinti 4 mėnesių trukmės efektyvią lauko 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: Projektas Nr. 05.4.1-LVPA-V-812-02-0002 „Lietuvos gamtos ir kultūros paveldo objektų (išteklių) pristatymas Italijos, Prancūzijos ir Švedijos atvykstantojo turizmo rinkoms“.

II.2.14. Additional information**Section IV: Procedure**

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 175-422952](#)

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

Contract No: ST-6

Title:

Reklamos kampanijos paslaugos Prancūzijos rinkoje

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/03/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: „Alfa Baltic Media“

National registration number: 40103170420

Town: Riga

NUTS code: LV Latvija

Country: Latvia

The contractor is an SME: yes

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

Total value of the contract/lot: 114 909,09 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

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

17/03/2021