

242266-2026 - Result

Austria – Public relations consultancy services – Abschluss einer Rahmenvereinbarung "Tirol schmeckt"

OJ S 69/2026 09/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Wirtschaftskammer Tirol, Landesinnung Lebensmittelgewerbe

Email: office@wktiroel.at

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Abschluss einer Rahmenvereinbarung "Tirol schmeckt"

Description: Ausgeschrieben werden PR-Leistungen für die Kampagne "Tirol schmeckt".

Weitere Angaben siehe Ausschreibungsunterlage.

Procedure identifier: 99499d95-3bfe-4a05-8a41-4bfeb2708f61

Internal identifier: WKT/VergabePRErnährung

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-7171

Title: Abschluss einer Rahmenvereinbarung "Tirol schmeckt"

Description: Ausgeschrieben wurden PR-Leistungen für die Kampagne "Tirol schmeckt".

Weitere Angaben siehe Ausschreibungsunterlage.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Innsbruck (AT332)

Country: Austria

5.1.3. Estimated duration

Start date: 08/04/2026

Duration: 60 Months

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Maximum value of the framework agreement: 1 130 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Siehe Ausschreibungsunterlage

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Description: Siehe Ausschreibungsunterlage

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Bundesverwaltungsgericht

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

Organisation providing additional information about the procurement procedure: CHG

Czernich Haidlen Gast & Partner Rechtsanwälte GmbH

6. Results

Maximum value of the framework agreements in this notice: 1 130 000,00 EUR

6.1. Result lot identifier: LOT-7171

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 130 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Polak Agentur für Kommunikation GmbH

Tender:

Tender identifier: 1
Identifier of lot or group of lots: LOT-7171
The tender was ranked: yes
The tender is a variant: no
Subcontracting: No
Contract information:
Identifier of the contract: 1
Title: Zuschlagserteilung "Rahmenvereinbarung 'Tirol schmeckt'"
Date of the conclusion of the contract: 08/04/2026
The contract is awarded within a framework agreement: no

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders
Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-8562

Official name: Wirtschaftskammer Tirol, Landesinnung Lebensmittelgewerbe
Registration number: 9110006388246
Postal address: Wilhelm-Greil-Straße 7
Town: Innsbruck
Postcode: 6020
Country subdivision (NUTS): Innsbruck (AT332)
Country: Austria
Email: office@wktirol.at
Telephone: +43 5909050
Internet address: <https://www.wko.at/tirol>

Roles of this organisation:

Buyer

8.1. ORG-2071

Official name: CHG Czernich Haidlen Gast & Partner Rechtsanwälte GmbH
Registration number: 9110026882687
Postal address: Bozner Platz 4
Town: Innsbruck
Postcode: 6020
Country subdivision (NUTS): Innsbruck (AT332)
Country: Austria
Email: office@chg.at
Telephone: +43 512567373
Internet address: <https://www.chg.at/>

Roles of this organisation:

Organisation providing additional information about the procurement procedure

8.1. ORG-0710

Official name: Bundesverwaltungsgericht
Registration number: 9110008059823
Postal address: Erdbergstraße 192-196
Town: Wien

Postcode: 1030
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Email: einlaufstelle@bvwg.gv.at
Telephone: +43 160149
Internet address: <https://www.bvwg.gv.at/>

Roles of this organisation:

Review organisation

8.1. ORG-0425

Official name: Polak Agentur für Kommunikation GmbH
Registration number: 9110029197757
Postal address: Dr.-Carl-Pfeiffenberger-Straße 12/9
Town: Imst
Postcode: 6460
Country subdivision (NUTS): Tiroler Oberland (AT334)
Country: Austria
Contact point: Roman Polak
Email: roman.polak@agentur-polak.at
Telephone: +43 541266712

Roles of this organisation:

Tenderer

Winner of these lots: LOT-7171

Notice information

Notice identifier/version: c0868e92-805d-4d64-bcb3-83fec77a8fdc - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
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