

Estonia-Tallinn: Advertising and marketing services
OJ S 81/2023 25/04/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Transpordiamet
National registration number: 70001490
Postal address: Valge tn 4
Town: Tallinn
NUTS code: EE Eesti
Postal code: 11413
Country: Estonia
Contact person: ANASTASIJA KIKKAS
E-mail: info@transpordiamet.ee
Telephone: +372 55943077
Internet address(es):
Main address: <http://www.transpordiamet.ee>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Other activity: Inimeste ning sõidukite liikuvuse kavandamine ning ohutu ja keskkonda säästva taristu tagamine

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Telesiooni, raadiot ja online meediat hõlmav ristmeedia lahendus Eesti elanikkonna ohutusalase teadlikkuse tõstmiseks
Reference number: 260035

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Eesti elanikkonna ohutusalase teadlikkuse tõstmiseks kuni kaheteistkümnel erineval etteantud teemal põhineva sisulahenduse väljatöötamine ja tootmine ning telesiooni, raadiot ja online meediat hõlmavat ristmeediat kasutades loodud sisu avaldamine.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 149 700,00 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

Eesti elanikkonna ohutusalase teadlikkuse tõstmiseks kuni kaheteistkümnel erineval etteantud teemal põhineva sisulahenduse väljatöötamine ja tootmine ning televisiooni, raadiot ja online meediat hõlmavat ristmeediat kasutades loodud sisu avaldamine.

II.2.5. Award criteria

Quality criterion - Name: Pakkumuse koosseisus esitatud loovlahendus / Weighting: 60.0

Price - Weighting: 40.0

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 026-075528](#)

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: 3.2-4/23/821-1

Title:

Hankeleping Televisiooni, raadiot ja online meediat hõlmav ristmeedia sisulahendus Eesti elanikkonna ohutusalase teadlikkuse tõstmiseks

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/04/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

V.2.3. Name and address of the contractor

Official name: AS Postimees Grupp

National registration number: 10184643

Postal address: Tartu mnt 80

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10112

Country: Estonia

E-mail: postimeesgrupp@postimeesgrupp.ee

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Loovagentuur OÜ

National registration number: 14015548

Postal address: Tartu mnt 80

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10112

Country: Estonia

The contractor is an SME: yes

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

Total value of the contract/lot: 149 700,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Hankija ei jaga riigihanget osadeks ja sõlmib teenuse osutamiseks hankelepingu ühe pakkujaga, kuna teenuse tagamist ei ole võimalik oma olemuselt osadeks jaotada. Tööde kestvus on 12+2 kuud, iga kuu erinev liiklusohutust kajastav teema ja sisuline pool + loovlahendus koos meediaplaaniga peaks olema ühelt Pakkujalt.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Riigihangete vaidlustuskomisjon

Postal address: Tartu mnt 85

Town: Tallinn

Postal code: 10115

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <https://fin.ee/riigihanked-riigiabi-osalused-kinnisvara/riigihanked/vaidlustusmenetlus>

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

Official name: Riigihangete vaidlustuskomisjon

Postal address: Tartu mnt 85

Town: Tallinn

Postal code: 10115

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <https://fin.ee/riigihanked-riigiabi-osalused-kinnisvara/riigihanked/vaidlustusmenetlus>

VI.5. Date of dispatch of this notice

20/04/2023