

251388-2026 - Result

Austria – Advertising and marketing services – Kampagne DINA „Digitale Naturabenteuer“:
Werbe-, Social Media- und PR-Leistungen
OJ S 72/2026 14/04/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Nationalparks Austria - Dachverband der österreichischen Nationalparks
Email: office@nationalparksaustria.at
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Kampagne DINA „Digitale Naturabenteuer“: Werbe-, Social Media- und PR-Leistungen
Description: Nationalparks Austria - Dachverband der österreichischen Nationalparks vergibt Leistungen in den Bereichen Werbung (Los 1), Social Media (Los 2), Public Relations (Los 3) im Rahmen der Kampagne DINA „Digitale Naturabenteuer: Erkunden, Teilen, Schützen – Ein digitaler Weg zur Begeisterung der Jugend für unser Naturerbe“. Je Los werden Rahmenvereinbarungen mit mehreren Unternehmen vergeben.
Procedure identifier: 7ed9fa61-045e-449a-8435-2c36726bd893
Internal identifier: P-25-15
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): 79340000 Advertising and marketing services
Additional classification (cpv): 79341400 Advertising campaign services, 79416000 Public relations services

2.1.3. Value

Estimated value excluding VAT: 1 240 000,00 EUR
Maximum value of the framework agreement: 1 640 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-6017

Title: Kampagne DINA „Digitale Naturabenteuer“: Werbeleistungen

Description: Nationalparks Austria - Dachverband der österreichischen Nationalparks vergibt Leistungen in den Bereichen Werbung (Los 1), Social Media (Los 2), Public Relations (Los 3) im Rahmen der Kampagne DINA „Digitale Naturabenteuer: Erkunden, Teilen, Schützen – Ein digitaler Weg zur Begeisterung der Jugend für unser Naturerbe“. Je Los werden Rahmenvereinbarungen mit mehreren Unternehmen vergeben.
Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services, 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Wiener Umland/Südteil (AT127)

Country: Austria

5.1.3. Estimated duration

Start date: 08/04/2026

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 640 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Konzept und Präsentation

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

Award criterion number: 60

Criterion:

Type: Price

Description: Mischstundensatz

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

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with 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 more information on the review procedures: Bundesverwaltungsgericht

5.1. Lot: LOT-0360

Title: Kampagne DINA „Digitale Naturabenteuer“: Social Media Leistungen

Description: Nationalparks Austria - Dachverband der österreichischen Nationalparks vergibt Leistungen in den Bereichen Werbung (Los 1), Social Media (Los 2), Public Relations (Los 3) im Rahmen der Kampagne DINA „Digitale Naturabenteuer: Erkunden, Teilen, Schützen – Ein digitaler Weg zur Begeisterung der Jugend für unser Naturerbe“. Je Los werden Rahmenvereinbarungen mit mehreren Unternehmen vergeben.
Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services, 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Wiener Umland/Südteil (AT127)

Country: Austria

5.1.3. Estimated duration

Start date: 08/04/2026

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 340 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Konzept und Präsentation

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

Award criterion number: 60

Criterion:

Type: Price

Description: Mischstundensatz

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

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with 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 more information on the review procedures: Bundesverwaltungsgericht

5.1. Lot: LOT-8732

Title: Kampagne DINA „Digitale Naturabenteuer“: Public Relations Leistungen

Description: Nationalparks Austria - Dachverband der österreichischen Nationalparks vergibt Leistungen in den Bereichen Werbung (Los 1), Social Media (Los 2), Public Relations (Los 3) im Rahmen der Kampagne DINA „Digitale Naturabenteuer: Erkunden, Teilen, Schützen – Ein digitaler Weg zur Begeisterung der Jugend für unser Naturerbe“. Je Los werden Rahmenvereinbarungen mit mehreren Unternehmen vergeben.
Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Wiener Umland/Südteil (AT127)

Country: Austria

5.1.3. Estimated duration

Start date: 08/04/2026

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 260 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Konzept und Präsentation

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

Award criterion number: 60

Criterion:

Type: Price

Description: Mischstundensatz

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

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with 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 more information on the review procedures: Bundesverwaltungsgericht

6. Results

Maximum value of the framework agreements in this notice: 1 640 000,00 EUR

6.1. Result lot identifier: LOT-6017

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 800 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: WUGER - Brands in Motion GmbH

Tender:

Tender identifier: Angebot Los Nr. 1

Identifier of lot or group of lots: LOT-6017

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 1

Title: Kampagne DINA „Digitale Naturabenteuer“: Werbeleistungen - Los Nr. 1

Date of the conclusion of the contract: 08/04/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: Cayenne Marketingagentur GmbH

Tender:

Tender identifier: Angebot Los Nr. 1

Identifier of lot or group of lots: LOT-6017

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 1

Title: Kampagne DINA „Digitale Naturabenteuer“: Werbeleistungen - Los Nr. 1

Date of the conclusion of the contract: 08/04/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: Visionistas GmbH

Tender:

Tender identifier: Angebot Los Nr. 1

Identifier of lot or group of lots: LOT-6017

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 1

Title: Kampagne DINA „Digitale Naturabenteuer“: Werbeleistungen - Los Nr. 1

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

6.1. Result lot identifier: LOT-0360

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 520 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: WUGER - Brands in Motion GmbH

Tender:

Tender identifier: Angebot Los Nr. 2

Identifier of lot or group of lots: LOT-0360

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 2

Title: Kampagne DINA „Digitale Naturabenteuer“: Social Media Leistungen - Los Nr. 2

Date of the conclusion of the contract: 08/04/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: Visionistas GmbH

Tender:

Tender identifier: Angebot Los Nr. 2

Identifier of lot or group of lots: LOT-0360

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 2

Title: Kampagne DINA „Digitale Naturabenteuer“: Social Media Leistungen - Los Nr. 2

Date of the conclusion of the contract: 08/04/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: d-d studio GmbH

Tender:

Tender identifier: Angebot Los Nr. 2

Identifier of lot or group of lots: LOT-0360

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 2

Title: Kampagne DINA „Digitale Naturabenteuer“: Social Media Leistungen - Los Nr. 2

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

6.1. Result lot identifier: LOT-8732

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 320 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Cayenne Marketingagentur GmbH

Tender:

Tender identifier: Angebot Los Nr. 3

Identifier of lot or group of lots: LOT-8732

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 3

Title: Kampagne DINA „Digitale Naturabenteuer“: Public Relations Leistungen - Los Nr. 3

Date of the conclusion of the contract: 08/04/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: bettertogether GmbH

Tender:

Tender identifier: Angebot Los Nr. 3

Identifier of lot or group of lots: LOT-8732

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Los Nr. 3

Title: Kampagne DINA „Digitale Naturabenteuer“: Public Relations Leistungen - Los Nr. 3

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: 2

8. Organisations

8.1. ORG-2386

Official name: Nationalparks Austria - Dachverband der österreichischen Nationalparks

Registration number: 9110019217731

Postal address: Schloss Orth

Town: Orth an der Donau

Postcode: 2304

Country subdivision (NUTS): Wiener Umland/Südteil (AT127)

Country: Austria

Email: office@nationalparksaustria.at

Telephone: +43 2212345063

Internet address: <https://www.nationalparksaustria.at/>

Roles of this organisation:

Buyer

8.1. ORG-7560

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

Organisation providing more information on the review procedures

8.1. ORG-0186

Official name: WUGER - Brands in Motion GmbH

Registration number: 9110023083643

Postal address: Hartlebengasse 10

Town: Salzburg

Postcode: 5020

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

Contact point: Jörg Wuger

Email: joerg.wuger@wuger.com

Telephone: +43 662661180

Roles of this organisation:

Tenderer

Winner of these lots: LOT-6017, LOT-0360

8.1. ORG-7221

Official name: Cayenne Marketingagentur GmbH

Registration number: 9110015220841

Postal address: Heiligenstädter Straße 31

Town: Wien

Postcode: 1190

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Contact point: Katharina Braune

Email: k.braune@cayenne.at

Telephone: +43 15245144

Roles of this organisation:

Tenderer

Winner of these lots: LOT-6017, LOT-8732

8.1. ORG-7644

Official name: bettertogether GmbH

Registration number: 9110016733777
Postal address: Lindengasse 26/2+3
Town: Wien
Postcode: 1070
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Contact point: Eva Rath
Email: office@bettertogether.com
Telephone: +43 18902409

Roles of this organisation:

Tenderer

Winner of these lots: LOT-8732

8.1. ORG-6871

Official name: Visionistas GmbH
Registration number: 9110026911059
Postal address: Seidengasse 26/13
Town: Wien
Postcode: 1070
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Contact point: Anna Oberdorfer
Email: anna.oberdorfer@visionistas.at
Telephone: +43 6644609981

Roles of this organisation:

Tenderer

Winner of these lots: LOT-6017, LOT-0360

8.1. ORG-4635

Official name: d-d studio GmbH
Registration number: 9110031390030
Postal address: Kleine Pfarrgasse 28/2
Town: Wien
Postcode: 1020
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Contact point: Christoph Schramm
Email: hello@d-d.studio
Telephone: +43 69911210313

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0360

Notice information

Notice identifier/version: d48957ac-aba6-4303-8a45-c60fb173c02a - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29

Notice dispatch date: 13/04/2026 13:42:00 (UTC+02:00) Eastern European Time, Central European Summer Time
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