

256457-2026 - Competition

Austria – Advertising and marketing services – Leadagentur im Bereich Strategie, Branding, Kampagnen und Content Erstellung 2026 bis 2030

OJ S 73/2026 15/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Burgenland Energie AG

Email: einkauf@burgenlandenergie.at

Activity of the contracting entity: Electricity-related activities

2. Procedure

2.1. Procedure

Title: Leadagentur im Bereich Strategie, Branding, Kampagnen und Content Erstellung 2026 bis 2030

Description: Gegenstand dieser Ausschreibung ist der Abschluss einer Rahmenvereinbarung mit einer Leadagentur als Partner für die Bereiche Strategie, Branding, Kampagnen und Content Erstellung nach den Bestimmungen dieser Vereinbarung.

Procedure identifier: ca8cf063-d06d-45e3-830c-670f9f48a1d4

Internal identifier: 0010-2026-0015

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

2.1.2. Place of performance

Town: Eisenstadt

Postcode: 7000

Country subdivision (NUTS): Nordburgenland (AT112)

Country: Austria

2.1.3. Value

Estimated value excluding VAT: 3 200 000,00 EUR

2.1.4. General information

Additional information: siehe Unterlagen, welche auf der Vergabeplattform <https://vergabe.burgenlandenergie.at> anzufordern sind.

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: ---
Bankruptcy: ---
Corruption: ---
Arrangement with creditors: ---
Participation in a criminal organisation: ---
Agreements with other economic operators aimed at distorting competition: ---
Breaching of obligations in the fields of environmental law: ---
Money laundering or terrorist financing: ---
Fraud: ---
Child labour and including other forms of trafficking in human beings: ---
Insolvency:
Breaching of obligations in the fields of labour law: ---
Assets being administered by liquidator: ---
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: ---
Conflict of interest due to its participation in the procurement procedure: ---
Direct or indirect involvement in the preparation of this procurement procedure: ---
Grave professional misconduct:
Early termination, damages, or other comparable sanctions: ---
Breaching of obligations in the fields of social law: ---
Breaching obligation relating to payment of social security contributions:
Business activities are suspended: ---
Breaching obligation relating to payment of taxes:
Terrorist offences or offences linked to terrorist activities: ---

5. Lot

5.1. Lot: LOT-0000

Title: Leadagentur im Bereich Strategie, Branding, Kampagnen und Content Erstellung 2026 bis 2030

Description: Gegenstand dieser Ausschreibung ist der Abschluss einer Rahmenvereinbarung mit einer Leadagentur als Partner für die Bereiche Strategie, Branding, Kampagnen und Content Erstellung nach den Bestimmungen dieser Vereinbarung.

Internal identifier: LOT-0000

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: Grundsätzlich ist der Abschluss einer Rahmenvereinbarung bis 31.12.2030 vorgesehen. Es besteht das einseitige Gestaltungsrecht für den Auftraggeber, die Laufzeit der Rahmenvereinbarung optional einmal um bis zu drei weitere Jahre, d.h. bis 31.12.2033, zu verlängern.

5.1.3. Estimated duration

Duration: 96 Months

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Estimated value excluding VAT: 3 200 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://vergabe.energieburgenland.at/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19d1f1b477a-4a24a5a0a90d50c7

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://vergabe.burgenlandenergie.at/NetServer/>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 30/04/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Siehe Ausschreibungsunterlagen

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: siehe Unterlagen, welche auf der Vergabepattform <https://vergabe.burgenlandenergie.at/> anzufordern sind.

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Landesverwaltungsgericht Burgenland

Review organisation: Landesverwaltungsgericht Burgenland

Organisation providing additional information about the procurement procedure: Burgenland Energie AG

Organisation providing more information on the review procedures: Landesverwaltungsgericht
Burgenland

Organisation receiving requests to participate: Burgenland Energie AG

8. Organisations

8.1. ORG-7001

Official name: Burgenland Energie AG

Registration number: FN 126805 d

Postal address: Kasernenstraße 9

Town: Eisenstadt

Postcode: 7000

Country subdivision (NUTS): Nordburgenland (AT112)

Country: Austria

Email: einkauf@burgenlandenergie.at

Telephone: +43 57770-0

Fax: +43 57770-1903

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-7004

Official name: Landesverwaltungsgericht Burgenland

Registration number: ---

Postal address: Europaplatz 1

Town: Eisenstadt

Postcode: 7000

Country subdivision (NUTS): Nordburgenland (AT112)

Country: Austria

Email: verwaltungsgericht@lvwg-bgld.gv.at

Telephone: +43 2682-66811-1100

Fax: +43 2682-66811-1177

Roles of this organisation:

Review organisation

8.1. ORG-7005

Official name: Landesverwaltungsgericht Burgenland

Registration number: --

Postal address: Europaplatz 1

Town: Eisenstadt

Postcode: 7000

Country subdivision (NUTS): Nordburgenland (AT112)

Country: Austria

Email: verwaltungsgericht@lvwg-bgld.gv.at

Telephone: +43 2682-66811-1100

Fax: +43 2682-66811-1177

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-7006

Official name: Landesverwaltungsgericht Burgenland

Registration number: -

Postal address: Europaplatz 1

Town: Eisenstadt

Postcode: 7000

Country subdivision (NUTS): Nordburgenland (AT112)

Country: Austria

Email: verwaltungsgericht@lvwg-bgld.gv.at

Telephone: +43 2682-66811-1100

Fax: +43 2682-66811-1177

Roles of this organisation:

Mediation organisation

Notice information

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