

## 300166-2026 - Result

Austria – Advertising campaign services – ORF - Kreativagentur Ö3

OJ S 85/2026 04/05/2026

Contract or concession award notice – standard regime - Change notice  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Österreichischer Rundfunk

Email: [vergabe@orf.at](mailto:vergabe@orf.at)

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: ORF - Kreativagentur Ö3

Description: Es wird ein Auftrag über die laufende Erbringung von Werbedienstleistungen für den Radiosender Hitradio Ö3 im Bereich Werbung und Marketing vergeben.

Procedure identifier: e1eccee3-a675-4fda-bb03-72b425df53ff

Internal identifier: 25-216

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): 79341400 Advertising campaign services

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-4620

Title: ORF - Kreativagentur Ö3

Description: Es wird ein Auftrag über die laufende Erbringung von Werbedienstleistungen für den Radiosender Hitradio Ö3 im Bereich Werbung und Marketing vergeben.

Internal identifier: 1

##### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

##### 5.1.2. Place of performance

Country subdivision (NUTS): Wien (AT130)

Country: Austria

### 5.1.3. Estimated duration

Start date: 01/04/2026

Duration end date: 01/04/2028

### 5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Option auf dreimalige Verlängerung um jeweils ein weiteres Jahr

### 5.1.6. General information

Procurement Project not financed with EU Funds.

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

### 5.1.10. Award criteria

#### Criterion:

Type: Quality

Description: Qualitätskonzept

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

Award criterion number: 40

#### Criterion:

Type: Price

Description: Preisangebot

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

Award criterion number: 60

### 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

## 6. Results

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Maximum value of the framework agreements in this notice: 995 500,00 EUR

### 6.1. Result lot identifier: LOT-4620

Winner selection status: At least one winner was chosen.

#### Framework agreement:

Maximum value of the framework agreement: 995 500,00 EUR

### 6.1.2. Information about winners

#### Winner:

Official name: Springer & Jacoby Österreich GmbH

#### Tender:

Tender identifier: Angebot Springer & Jacoby

Identifier of lot or group of lots: LOT-4620

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

**Contract information:**

Identifier of the contract: ORF - Kreativagentur Ö3

Title: ORF - Kreativagentur Ö3

Date of the conclusion of the contract: 24/03/2026

**6.1.4. Statistical information**

**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

## 8. Organisations

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**8.1. ORG-7656**

Official name: Österreichischer Rundfunk

Registration number: 9110015424515

Postal address: Hugo-Portisch-Gasse 1

Town: Wien

Postcode: 1136

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Email: [vergabe@orf.at](mailto:vergabe@orf.at)

Telephone: +43 18787812720

Internet address: <http://der.orf.at>

**Roles of this organisation:**

Buyer

**8.1. ORG-3537**

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](mailto:einlaufstelle@bvwg.gv.at)

Telephone: +43 160149

Internet address: <https://www.bvwg.gv.at/>

**Roles of this organisation:**

Review organisation

**8.1. ORG-1527**

Official name: Springer & Jacoby Österreich GmbH

Registration number: 231664h

Postal address: Schönbrunner Strasse 31/31

Town: Wien

Postcode: 1050

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Contact point: Ralf Kober

Email: [office@sjaustria.com](mailto:office@sjaustria.com)

Telephone: +431 715 10 50 60

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-4620**

## 10. Change

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Version of the previous notice to be changed

:

449fb90a-a49a-4672-8736-b0fabe44eaa5-01

Main reason for change

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Information updated

Description

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Ergänzung um die vereinbarte Verlängerungsoption (dreimalige Verlängerung um jeweils ein weiteres Jahr)

## Notice information

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Notice identifier/version: 21df885b-4215-4587-b9d3-3907e8f2f13b - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 30/04/2026 12:11:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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