

Lithuania-Vilnius: Advertising services
OJ S 148/2018 03/08/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Valstybinis turizmo departamentas prie Ūkio ministerijos

National registration number: 188708758

Postal address: Gedimino pr. 38

Town: Vilnius

NUTS code: LT Lietuva

Postal code: LT-01104

Country: Lithuania

Contact person: Lina Druto

E-mail: lina.druto@tourism.lt

Telephone: +370 70664963

Fax: +370 70664988

Internet address(es):

Main address: <https://www.tourism.lt>

Address of the buyer profile: <https://pirkimai.eviesiejipirkimai.lt/ctm/Company/CompanyInformation/Index/6863>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

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

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reklaminių kampanijų Ispanijoje organizavimo paslaugos / Services of the organisation of advertising campaigns in Spain

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Reklaminių kampanijų Ispanijoje organizavimo paslaugos.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 48 699,17 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Tiekėjas turi įgyvendinti 3 Lietuvos, kaip patrauklios turizmo krypties, reklamos kampanijas, skirtas Ispanijos turizmo rinkai; kiekvienos reklaminės kampanijos pradžia turi būti maksimaliai priderinta prie turistinio sezono pradžios. Reklaminės kampanijos turi būti įgyvendintos per 3 turistinių sezonų (vasara, ruduo / Kalėdinis laikotarpis, pavasaris) laikotarpį. Planuojamos 3 reklaminės kampanijos apims nurodytas paslaugas:

- 1) reklama tradicinėje ir elektroninėje spaudoje;
- 2) reklama internetinėse svetainėse; kt.

II.2.5. Award criteria

Quality criterion - Name: Kūrybinė užduotis / Weighting: 60

Price - Weighting: 40

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: yes

Identification of the project: „Lietuvos gamtos ir kultūros paveldo objektų (išteklių) pristatymas Italijos, Prancūzijos, Ispanijos, Belgijos, Nyderlandų atvykstamojo turizmo rinkoms“ (unikalus kodas: 05.4.1-LVPA-V-812-01-0004)

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 062-137380](#)

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: S-84

Title:

Reklaminių kampanijų Ispanijoje organizavimo paslaugos / Services of the organisation of advertising campaigns in Spain

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2018

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: AVIAREPS Spain SLU

National registration number: B84594217

Town: Madridas

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 48 699,17 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vilniaus apygardos teismas

Town: Vilnius

Country: Lithuania

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
Viešųjų pirkimų įstatymo VII skyriaus nustatyta tvarka.

VI.5. Date of dispatch of this notice

01/08/2018