

**Estonia-Tallinn: Marketing services**  
**OJ S 131/2021 09/07/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Sihtasutus KredEx  
National registration number: 90006012  
Postal address: Hobujaama tn 4  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10151  
Country: Estonia  
Contact person: Marge Kato  
E-mail: [kredex@kredex.ee](mailto:kredex@kredex.ee)  
Telephone: +372 5640060  
**Internet address(es):**  
Main address: <http://www.kredex.ee>

**I.1. Name and addresses**

Official name: Aktsiaselts KredEx Krediidikindlustus  
National registration number: 11948506  
Postal address: Hobujaama tn 4  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10151  
Country: Estonia  
Contact person: Marge Kato  
E-mail: [krediidikindlustus@kredex.ee](mailto:krediidikindlustus@kredex.ee)  
Telephone: +372 5640060  
**Internet address(es):**  
Main address: <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/general-info>

**I.2. Information about joint procurement**

The contract involves joint procurement

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Riiklikud tagatised, toetused

---

**Section II: Object**

**II.1. Scope of the procurement**

### II.1.1. Title

Turundusteenuste tellimine  
Reference number: 234859

### II.1.2. Main CPV code

79342000 Marketing services

### II.1.3. Type of contract

Services

### II.1.4. Short description

Hanke eesmärgiks on raamlepingu sõlmimine turunduse täisteenust pakkuva agentuuriga, kes on strateegiliseks ja taktikaliseks koostööpartneriks Sihtasutusele KredEx ning ka Sihtasutuse KredEx sidusettevõttele, Aktsiaseltsile KredEx Krediidikindlustus, turundustegevuste osas kuni 31.12.2022.a. Raamlepingu alusel tellitavate teenuste täpne kirjeldus on kättesaadav hanke alusdokumentide hulgas avaldatud tehnilisest kirjeldusest.

### II.1.6. Information about lots

This contract is divided into lots: no

### II.1.7. Total value of the procurement

Value excluding VAT: 360 000,00 EUR

## II.2. Description

### II.2.2. Additional CPV code(s)

79342000 Marketing services

### II.2.3. Place of performance

NUTS code: EE Eesti

### II.2.4. Description of the procurement

Hanke eesmärgiks on raamlepingu sõlmimine turunduse täisteenust pakkuva agentuuriga, kes on strateegiliseks ja taktikaliseks koostööpartneriks Sihtasutusele KredEx ning ka Sihtasutuse KredEx sidusettevõttele, Aktsiaseltsile KredEx Krediidikindlustus, turundustegevuste osas kuni 31.12.2022.a. Raamlepingu alusel tellitavate teenuste täpne kirjeldus on kättesaadav hanke alusdokumentide hulgas avaldatud tehnilisest kirjeldusest.

### II.2.5. Award criteria

Quality criterion - Name: Näidistöö / Weighting: 40.0

Cost criterion - Name: Fikseeritud tunnitasu loovlahenduse loomisele ja juhtimisele / Weighting : 8.0

Cost criterion - Name: Fikseeritud tunnitasu tootmise juhtimisele ja järelevalvele / Weighting: 6.0

Cost criterion - Name: Fikseeritud tunnitasu strateegia loomisele ja juhtimisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu loovkirjutamisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu projektijuhtimisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu sotsiaalmeedia kampaaniate haldamiseks ja optimeerimiseks / Weighting: 7.0

Cost criterion - Name: Fikseeritud tunnitasu tehnilisele tööle / Weighting: 7.0

Cost criterion - Name: Fikseeritud tunnitasu disainile / Weighting: 8.0

### 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:  
yes

Identification of the project: Startup Estonia programmi (projekti number EU50651) raames  
Euroopa Regionaalarengu Fondi vahendid.

### **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**

The procurement involves the establishment of a framework agreement

#### **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: [2021/S 070-178557](#)

#### **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:** 1

**Title:**

Raamleping turundusteenuste tellimiseks

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

24/06/2021

#### **V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

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: 5

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

#### **V.2.3. Name and address of the contractor**

Official name: Zavod Advertising Osaühing

National registration number: 11152138  
Postal address: Rotermanni tn 5  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10111  
Country: Estonia  
E-mail: [zavod@zavod.ee](mailto:zavod@zavod.ee)  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: OMD Estonia OÜ  
National registration number: 11242255  
Postal address: Pärnu mnt 18  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10141  
Country: Estonia  
E-mail: [eve.altrov@omnicommediagroup.com](mailto:eve.altrov@omnicommediagroup.com)  
Internet address: <http://www.omid.ee>  
The contractor is an SME: yes

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

Total value of the contract/lot: 360 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

---

**VI.3. Additional information**

Antud hanget ei ole osadeks jagatud, kuna hankemenetluse raames sõlmitava raamlepingu esemeks on määratud perioodi jooksul osutada terviklikku turundusteenuste kogumit teenusepakkuja poolt, kes on hankijale ühtlasi strateegiliseks partneriks.

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Riigihangete vaidlustuskomisjon  
Postal address: Endla 13/Lökke 5  
Town: Tallinn  
Postal code: 10122  
Country: Estonia  
E-mail: [vako@fin.ee](mailto:vako@fin.ee)  
Telephone: +372 6113713  
Internet address: <http://www.fin.ee/riigihangete-poliitika>

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

Official name: Riigihangete vaidlustuskomisjon  
Postal address: Endla 13/Lökke 5  
Town: Tallinn  
Postal code: 10122  
Country: Estonia  
E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

**VI.5. Date of dispatch of this notice**

06/07/2021