

389043-2026 - Result

Lithuania – Advertising services – Skaitmeninės medijos planavimo, reklamos kampanijų administravimo ir analizės paslaugos Nr. 1220/2026/EVAF

OJ S 108/2026 08/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Vilniaus universitetas (PV)

Email: orinta.vilniske@cr.vu.lt

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Skaitmeninės medijos planavimo, reklamos kampanijų administravimo ir analizės paslaugos Nr. 1220/2026/EVAF

Description: Planuojama įsigyti Skaitmeninės medijos planavimo, reklamos kampanijų administravimo ir analizės paslaugas. Išsamus Paslaugų aprašymas ir kiti reikalavimai teikiamoms Paslaugoms nustatyti Sutarties priede Nr. 2 „Techninė specifikacija“ (toliau – Techninė specifikacija) ir Sutarties priede Nr. 1 „Pasiūlymas“.

Procedure identifier: a1f8e69e-18b7-45a3-8316-99d975e425c0

Previous notice: 7174799f-58d5-4f31-8e4a-24249464ad84-01

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Vilniaus apskritis (LT011)

Country: Lithuania

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Skaitmeninės reklamos paslaugos

Description: Planuojama įsigyti Skaitmeninės medijos planavimo, reklamos kampanijų administravimo ir analizės paslaugas. Išsamus Paslaugų aprašymas ir kiti reikalavimai teikiamoms Paslaugoms nustatyti Sutarties priede Nr. 2 „Techninė specifikacija“ (toliau – Techninė specifikacija) ir Sutarties priede Nr. 1 „Pasiūlymas“.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Vilniaus apskritis (LT011)

Country: Lithuania

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Kainos ir kokybės santykis

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

Award criterion number: 100

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vilniaus apygardos teismas

Organisation providing offline access to the procurement documents: Vilniaus universitetas (PV)

Organisation providing more information on the review procedures: Vilniaus universitetas (PV)

Organisation executing the payment: Vilniaus universitetas (PV)

Organisation signing the contract: Vilniaus universitetas (PV)

6. Results

Value of all contracts awarded in this notice: 100,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Media Mind

Tender:

Tender identifier: 000156939

Identifier of lot or group of lots: LOT-0001

Value of the tender: 14 374,80 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2.5 Mr-10000 SU-2469

Date of the conclusion of the contract: 20/05/2026

Organisation signing the contract: Vilniaus universitetas (PV)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Vilniaus universitetas (PV)

Registration number: 211950810

Postal address: Universiteto g. 3

Town: Vilnius

Postcode: 01131

Country subdivision (NUTS): Vilniaus apskritis (LT011)

Country: Lithuania

Email: orinta.vilniske@cr.vu.lt

Telephone: +37063092608

Internet address: <http://www.vu.lt>

Buyer profile: <http://www.vu.lt>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation providing more information on the review procedures

Organisation signing the contract

Organisation executing the payment

8.1. ORG-0002

Official name: Media Mind

Size of the economic operator: Micro, small, or medium

Registration number: 111632739

Postal address: Šeimyniškių g. 3, Vilnius

Town: Vilnius

Postcode: 09312

Country subdivision (NUTS): Vilniaus apskritis (LT011)

Country: Lithuania

Email: jogintas.visockas@omglithuania.lt

Telephone: +37063306033

Internet address: <https://omnicommediagroup.com/markets/lithuania/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Vilniaus apygardos teismas

Registration number: 193312970

Postal address: Gedimino pr. 40
Town: Vilnius
Postcode: 01501
Country subdivision (NUTS): Vilniaus apskritis (LT011)
Country: Lithuania
Email: vilniaus.apygardos@teismas.lt
Telephone: +370 70668369

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 40b0784d-97fe-4ad0-8d79-8d8aa3b770cb - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
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