

468741-2026 - Result

Poland – Advertising campaign services – Przyciąganie talentów do Warszawy - kampania promocyjna Warszawy on-line na dwóch rynkach zagranicznych

OJ S 129/2026 08/07/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Miasto Stołeczne Warszawa

Email: zamowieniabzp@um.warszawa.pl

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Przyciąganie talentów do Warszawy - kampania promocyjna Warszawy on-line na dwóch rynkach zagranicznych

Description: Przedmiotem zamówienia jest opracowanie strategii kampanii wraz z koncepcją kreatywną, produkcja materiałów kampanii promocyjnej oraz kompleksowa realizacja kampanii promującej Warszawę jako atrakcyjne miejsce do życia, studiowania i prowadzenia biznesu wśród talentów z rynków hiszpańskiego i niemieckiego.

Procedure identifier: 2057b2b1-9a29-4f87-9d8c-63584ee084a7

Previous notice: 250976-2026

Internal identifier: ZP/AU/271/III-45/26

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Miasto Warszawa (PL911)

Country: Poland

2.1.4. General information

Legal basis:

Directive 2014/24/EU

European Legislation Identifier -

5. Lot

5.1. Lot: LOT-0001

Title: Przyciąganie talentów do Warszawy - kampania promocyjna Warszawy on-line na dwóch rynkach zagranicznych

Description: Przedmiotem zamówienia jest opracowanie strategii kampanii wraz z koncepcją kreatywną, produkcja materiałów kampanii promocyjnej oraz kompleksowa realizacja kampanii promującej Warszawę jako atrakcyjne miejsce do życia, studiowania i prowadzenia biznesu wśród talentów z rynków hiszpańskiego i niemieckiego.

Internal identifier: ZP/AU/271/III-45/26

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Options:

Description of the options: NIE DOTYCZY

5.1.2. Place of performance

Country subdivision (NUTS): Miasto Warszawa (PL911)

Country: Poland

5.1.3. Estimated duration

Start date: 12/06/2026

Duration end date: 07/12/2026

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Description: cena brutto; waga kryterium: 30%

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

Award criterion number: 30

Criterion:

Type: Quality

Description: wstępna koncepcja kreatywna kampanii; waga kryterium: 50%

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

Award criterion number: 50

Criterion:

Type: Quality

Description: wstępna koncepcja strategiczna kampanii; waga kryterium: 20%

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

Award criterion number: 20

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: Krajowa Izba Odwoławcza

Information about review deadlines: dział IX ustawy Pzp

Organisation providing additional information about the procurement procedure: Miasto Stołeczne Warszawa

Organisation providing offline access to the procurement documents: Miasto Stołeczne Warszawa

Organisation signing the contract: Miasto Stołeczne Warszawa

6. Results

Value of all contracts awarded in this notice: 225 625,20 PLN

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: GRUPA NATY JAKUB WRÓBEL MICHAŁ DĄBROWSKI sp. j.

Tender:

Tender identifier: oferta GRUPA NATY JAKUB WRÓBEL MICHAŁ DĄBROWSKI sp. j.

Identifier of lot or group of lots: LOT-0001

Value of the tender: 277 519,00 PLN

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: No

Contract information:

Identifier of the contract: ZP/AU/271/III-45/25

Date on which the winner was chosen: 01/06/2026

Date of the conclusion of the contract: 02/07/2026

Organisation signing the contract: Miasto Stołeczne Warszawa

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 6

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

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

Number of tenders or requests to participate received: 6

8. Organisations

8.1. ORG-0001

Official name: Miasto Stołeczne Warszawa

Registration number: 5252296818

Department: Urząd m.st. Warszawy

Postal address: Plac Bankowy 3/5

Town: Warszawa

Postcode: 00-950

Country subdivision (NUTS): Miasto Warszawa (PL911)
Country: Poland
Contact point: Biuro Zamówień Publicznych
Email: zamowieniabzp@um.warszawa.pl
Telephone: +4822 443-14-00
Fax: +4822 443-14-00
Internet address: <https://um.warszawa.pl>
Information exchange endpoint (URL): <https://zamowienia.um.warszawa.pl>

Roles of this organisation:

Buyer
Procurement service provider
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation signing the contract

8.1. ORG-0003

Official name: Krajowa Izba Odwoławcza
Registration number: 5262239325
Town: Warszawa
Postcode: 02-676
Country subdivision (NUTS): Miasto Warszawa (PL911)
Country: Poland
Email: odwolania@uzp.gov.pl
Telephone: +48 224587801

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: GRUPA NATY JAKUB WRÓBEL MICHAŁ DĄBROWSKI sp. j.
Size of the economic operator: Micro
Registration number: 5252661169
Town: Warszawa
Postcode: 00-057
Country subdivision (NUTS): Miasto Warszawa (PL911)
Country: Poland

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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