

**Lithuania-Vilnius: Advertising services**  
**OJ S 225/2017 23/11/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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: 01104

Country: Lithuania

Contact person: Laura Sungailaitė-Jurčė

E-mail: [laura.sungailaite@tourism.lt](mailto:laura.sungailaite@tourism.lt)

Telephone: +370 70664972

**Internet address(es):**

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

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

**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

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**Section II: Object**

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

**II.1.1. Title**

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas.

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas.

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 319 866,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas lietuvių kalba  
Lot No: 1

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

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: LT Lietuva

### **II.2.4. Description of the procurement**

Įgyvendinti 10-ies (dešimties) mėnesių efektyvią reklamos ir komunikacijos kampaniją „Facebook“ socialiniame tinkle ir interneto portaluose, pristatančią ir populiarinančią Lietuvos gamtos ir kultūros paveldą, atsakingą turizmą Lietuvos vietinio turizmo rinkai.

### **II.2.5. Award criteria**

Quality criterion - Name: Ekonominis naudingumas / Weighting: 93,10

Price - Weighting: 32.949,00

### **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:

### **II.2.14. Additional information**

## **II.2. Description**

### **II.2.1. Title**

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas anglų kalba  
Lot No: 2

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

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: LT Lietuva

### **II.2.4. Description of the procurement**

Įgyvendinti 10-ies (dešimties) mėnesių efektyvią reklamos ir komunikacijos kampaniją socialiniuose tinkluose ir interneto portaluose, pristatančią Lietuvos gamtos ir kultūros paveldą, atsakingą turizmą prioritetinėms turizmo rinkoms.

### **II.2.5. Award criteria**

Quality criterion - Name: Ekonominis naudingumas / Weighting: 92,80

Price - Weighting: 61.086,00

### **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:

### II.2.14. Additional information

## Section IV: Procedure

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### 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: [2017/S 151-312947](#)

#### 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

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Contract No: 1

Lot No: 1

Title:

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas lietuvių kalba

A contract/lot is awarded: yes

### V.2. Award of contract

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

27/10/2017

#### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

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

Official name: UAB „The XX“

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Official name: UAB „New Agency“

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Total value of the contract/lot: 32 949,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 2

**Lot No:** 2

**Title:**

Reklamos socialiniuose tinkluose ir interneto portaluose įgyvendinimas anglų kalba

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

06/11/2017

**V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

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

Official name: UAB „The XX“

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Official name: UAB „New Agency“

Town: Vilnius

NUTS code: LT Lietuva

Country: Lithuania  
The contractor is an SME: yes

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

Total value of the contract/lot: 61 086,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**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**

20/11/2017