

Lithuania-Vilnius: Advertising services
OJ S 229/2018 28/11/2018
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: Jolanta Raudonytė

E-mail: jolanta.raudonyte@tourism.lt

Telephone: +370 70664972

Internet address(es):

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

Address of the buyer profile: <https://pirkimai.eviesiejipirkimai.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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reklaminių kampanijų Suomijoje organizavimo paslaugos / Services of Implementation of Advertising campaigns in Finland

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Tiekėjas turės įgyvendinti 2 reklamines kampanijas Suomijoje, kurių metu Lietuva turi būti pristatyta kaip turtinga gamtos ir kultūros paveldo objektai šalis.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 32 892,56 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Tiekėjas turės įgyvendinti 2 reklamines kampanijas Suomijoje. Kiekvienos reklaminės kampanijos Suomijoje paslaugas sudaro: internetinė reklama Suomijos populiariausiuose kelionių portaluose bei įrašai socialiniuose tinkluose; ne mažiau 4 publikacijų Suomijos kelionių, gyvenimo būdo ir (arba) bendrojo turinio medijos kanaluose; ne mažiau 3 pranešimų spaudai rengimas ir viešinimas medijos kanaluose.

II.2.5. Award criteria

Quality criterion - Name: Dviejų reklaminių kampanijų Suomijoje koncepcija / 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 atvykstamojo turizmo rinkoms“ (unikalus kodas Nr. 05.4.1-LVPA-V-812-01-0006)

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 136-311190](#)

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:

Reklaminių kampanijų Suomijoje organizavimo paslaugos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/11/2018

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Miltton Oy

National registration number: FI6544395

Town: Helsinkis

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: no

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

Total value of the contract/lot: 32 892,56 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:

Lietuvos Respublikos viešųjų pirkimų įstatymo VII skyriaus nustatyta tvarka.

VI.5.

Date of dispatch of this notice

27/11/2018