

Lithuania-Vilnius: Advertising campaign services
OJ S 232/2020 27/11/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Viešoji įstaiga „Keliauk Lietuvoje“

National registration number: 304971997

Postal address: Gedimino pr. 38

Town: Vilnius

NUTS code: LT Lietuva

Postal code: LT-01104

Country: Lithuania

Contact person: Laura Sungailaitė-Jurčė

E-mail: laura@lithuania.travel

Telephone: +370 68692250

Internet address(es):

Main address: <https://www.lithuania.travel/>

Address of the buyer profile: <https://pirkimai.eviesiejiirkimai.lt/ctm/Company/CompanyInformation/Index/73351>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reklamos ir žiniasklaidos kampanijų planavimas bei įgyvendinimas Lietuvos ir užsienio rinkose

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Reklamos ir žiniasklaidos kampanijų planavimas bei įgyvendinimas Lietuvos ir užsienio rinkose.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 826 446,28 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: LT Lietuva

Main site or place of performance: Lietuvos ir užsienio rinkose.

II.2.4. Description of the procurement

Reklamos / žiniasklaidos kampanijų planavimo ir įgyvendinimo paslaugas Lietuvos ir užsienio rinkose sudaro:

- 1) žiniasklaidos media plano parengimas pagal perkančiosios organizacijos pateiktą reklamos kampanijos poreikį, tikslus bei tikslines rinkas;
- 2) media plano įgyvendinimas.

II.2.5. Award criteria

Quality criterion - Name: Praktinė užduotis / 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: 2014–2020 metų Europos Sąjungos fondų investicijų veiksmų programa.

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: [2020/S 115-279617](#)

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:

Reklamos ir žiniasklaidos kampanijų planavimas bei įgyvendinimas Lietuvos ir užsienio rinkose

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/10/2020

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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: 6

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

V.2.3. Name and address of the contractor

Official name: UAB „Via Media“

National registration number: 111625698

Postal address: Aukštaičių g. 7

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: 826 446,28 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

II.1.7 ir V.2.4 punktuose tikslinama pirkimo / sutarties vertė.

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

24/11/2020

