

Lithuania-Vilnius: Advertising and marketing services
OJ S 188/2023 29/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Viešoji įstaiga "GO Vilnius"

National registration number: 123641468

Postal address: Gynėjų g. 16

Town: Vilnius

NUTS code: LT01 Sostinės regionas

Postal code: 01109

Country: Lithuania

Contact person: Edgaras Vičius

E-mail: edgaras.vicius@vilnius.lt

Telephone: +370 64014578

Internet address(es):

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

Address of the buyer profile: <https://pirkimai.eviesiejpirkimai.lt/ctm/Company/CompanyInformation/Index/1078>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media agentūros paslaugos tarptautinėms Vilniaus rinkodaros kampanijoms užsienio rinkose

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Media agentūros paslaugos tarptautinėms Vilniaus rinkodaros kampanijoms 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: 1 800 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: LT01 Sostinės regionas

II.2.4. Description of the procurement

Media agentūros paslaugos tarptautinėms Vilniaus rinkodaros kampanijoms užsienio rinkose

II.2.5. Award criteria

Quality criterion - Name: Kokybė / Weighting: 30

Quality criterion - Name: Antkainis (skaitmeninių rinkodaros kanalų) / Weighting: 5

Quality criterion - Name: Antkainis (tradicinių medių kanalų) / Weighting: 5

Price - Weighting: 60

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:
no

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: [2023/S 050-146160](#)

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: SUT-110

Title:

Media agentūros paslaugos tarptautinėms Vilniaus rinkodaros kampanijoms užsienio rinkose

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/06/2023

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: 1

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 „Lion Communications Vilnius“

National registration number: 111794310

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: 1 800 000,00 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.5. Date of dispatch of this notice

25/09/2023