

591195-2026 - Competition

Portugal – Advertising campaign services – Contratação de serviços técnicos especializados para a execução da Campanha de Publicidade Institucional de comunicação “Jogo Responsável”.

OJ S 165/2026 27/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Instituto do Turismo de Portugal, IP

Email: info@turismodeportugal.pt

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratação de serviços técnicos especializados para a execução da Campanha de Publicidade Institucional de comunicação “Jogo Responsável”.

Description: Contratação de serviços técnicos especializados para a execução da Campanha de Publicidade Institucional de comunicação “Jogo Responsável”.

Procedure identifier: c387b404-b670-4141-91f6-422c433df0a7

Internal identifier: P(31/2026) 01/SRIJ/202602651

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: As constantes das peças do procedimento

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 749 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document Request

5. Lot

5.1. Lot: LOT-0000

Title: Contratação de serviços técnicos especializados para a execução da Campanha de Publicidade Institucional de comunicação “Jogo Responsável”.

Description: Contratação de serviços técnicos especializados para a execução da Campanha de Publicidade Institucional de comunicação “Jogo Responsável”.

Internal identifier: P(31/2026) 01/SRIJ/202602651

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 749 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 75

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 25

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents/ajZlcmInemFncjl2T1dyaHZsMm8xQU5HeEVWQTUxRUFqalRhN2pTRDYzRVhoZjBEU0dONet1en>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

Languages in which tenders or requests to participate may be submitted: Portuguese

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Description of the financial guarantee: Por depósito em dinheiro ou em títulos emitidos ou garantidos pelo Estado Português à ordem do Turismo de Portugal, I.P., nos termos do modelo constante do Anexo V ao presente Programa do Concurso; garantia bancária ou seguro-caução, constantes do Anexo VI e VII, respetivamente, ao presente Programa

Deadline for receipt of tenders: 24/09/2026 23:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 120 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: As constantes das peças do procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: As constantes das peças do procedimento

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: Instituto do Turismo de Portugal, IP

Information about review deadlines: 5 dias

8. Organisations

8.1. ORG-0001

Official name: Instituto do Turismo de Portugal, IP

Registration number: 508666236

Postal address: Rua Ivone Silva, lote 6

Town: Freguesia de Avenidas Novas

Postcode: 1050-124

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

Email: info@turismodeportugal.pt

Telephone: 211140200

Fax: 211140200

Internet address: <https://www.turismodeportugal.pt>

Information exchange endpoint (URL): <https://community.vortal.biz/public/>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)

Registration number: 500792887

Department: Unidade do Diário da República

Postal address: Avenida António José de Almeida

Town: Lisboa

Postcode: 1000-042

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

Contact point: Ponto de contacto

Email: 2serie@diariodarepublica.pt

Telephone: +351 217810870

Fax: +351 213945716

Internet address: <https://diariodarepublica.pt>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 549b0b88-b462-40a7-888c-ae15598194e9 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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