

Lithuania-Vilnius: Advertising and marketing services
OJ S 251/2019 31/12/2019
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. 14

Town: Vilnius

NUTS code: LT Lietuva

Postal code: LT-01109

Country: Lithuania

Contact person: Eglė Sutkienė

E-mail: egle.sutkiene@vilnius.lt

Telephone: +370 61282191

Internet address(es):

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

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

Žiniasklaidos ir reklamos planavimo bei pirkimo užsienio rinkose paslaugos

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Perkančioji organizacija perka žiniasklaidos ir reklamos planavimo bei pirkimo paslaugas Didžiosios Britanijos ir Vokietijos rinkose visuose kanaluose, išskyrus skaitmeninės internetinę reklamą (Google Ads, Adform ar lygiavertę) ir reklamą socialiniuose tinkluose (toliau – paslaugos).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 80 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: LT Lietuva

II.2.4. Description of the procurement

PO perka žiniasklaidos ir reklamos planavimo bei pirkimo paslaugas Didžiosios Britanijos ir Vokietijos rinkose visuose kanaluose, išskyrus skaitmeninės internetinę reklamą (Google Ads, Adform ar lygiavertę) ir reklamą socialiniuose tinkluose (toliau – paslaugos).

II.2.5. Award criteria

Quality criterion - Name: 1 / Weighting: 70

Price - Weighting: 30

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 procedureAccelerated procedureJustification:

Pasiūlymų pateikimo terminas nustatomas sutrumpintas, t. y. 15 kalendorinių dienų, nes Vilniaus miesto žinomumo didinimo kampanija turi būti pradėta įgyvendinti nuo 2020 m. sausio mėnesio pradžios, todėl šį pirkimą reikia atlikti skubos tvarka.

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: [2019/S 230-564333](#)

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:

Žiniasklaidos ir reklamos planavimo bei pirkimo užsienio rinkose paslaugos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/12/2019

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: A Marr & Associates Ltd.

National registration number: 08452390

Postal address: Unit 211, The Pill Box, E2 6GG London

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 80 000,00 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

30/12/2019