

**Lithuania-Vilnius: Advertising and marketing services**  
**OJ S 229/2023 28/11/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: VĮ Registrų centras

National registration number: 124110246

Postal address: Lvivo g. 25-101

Town: Vilnius

NUTS code: LT Lietuva

Postal code: 09320

Country: Lithuania

Contact person: Valentina Boištianienė

E-mail: [valentina.boistianiene@registrucentras.lt](mailto:valentina.boistianiene@registrucentras.lt)

Telephone: +370 66685874

**Internet address(es):**

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

Address of the buyer profile: <https://pirkimai.eviesiejiipirkimai.lt/ctm/Company/CompanyInformation/Index/2334>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Viešinimo paslaugos

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Pirkimas skaidomas į 3 pirkimo dalis: I pirkimo dalis - Reklamos kūrimo ir gamybos paslaugos; II pirkimo dalis – Skaitmeninės komunikacijos paslaugos; III pirkimo dalis – Turinio rinkodaros paslaugos.

**II.1.6.**

## Information about lots

This contract is divided into lots: yes

### II.1.7. Total value of the procurement

Value excluding VAT: 380 810,00 EUR

## II.2. Description

### II.2.1. Title

Reklamos kūrimo ir gamybos paslaugos

Lot No: 1

### II.2.2. Additional CPV code(s)

79416000 Public relations services

### II.2.3. Place of performance

NUTS code: LT Lietuva

### II.2.4. Description of the procurement

Valstybės įmonė Registrų centras ketina įsigyti reklamos kūrimo ir gamybos paslaugas.

### II.2.5. Award criteria

Quality criterion - Name: Užduočių parengimo kūrybiškumas (T1) / Weighting: 40

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

## II.2. Description

### II.2.1. Title

Skaitmeninės komunikacijos paslaugos

Lot No: 2

### II.2.2. Additional CPV code(s)

79416000 Public relations services

### II.2.3. Place of performance

NUTS code: LT Lietuva

### II.2.4. Description of the procurement

Valstybės įmonė Registrų centras ketina įsigyti skaitmeninės komunikacijos paslaugas.

### II.2.5. Award criteria

Quality criterion - Name: Užduočių parengimo kūrybiškumas (T1) / Weighting: 20

Quality criterion - Name: Komunikacijos kampanijos organizavimas (T2) / Weighting: 20

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**

#### **II.2. Description**

##### **II.2.1. Title**

Turinio rinkodaros paslaugos  
Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79416000 Public relations services

##### **II.2.3. Place of performance**

NUTS code: LT Lietuva

##### **II.2.4. Description of the procurement**

Valstybės įmonė Registrų centras ketina įsigyti turinio rinkodaros paslaugas.

##### **II.2.5. Award criteria**

Quality criterion - Name: Užduočių parengimo kūrybiškumas (T1) / Weighting: 20

Quality criterion - Name: Komunikacijos kampanijos organizavimas (T2) / Weighting: 20

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**

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#### **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 142-453734](#)

##### **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

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**Contract No:** ST-368

**Lot No:** 2

**Title:**

Skaitmeninės komunikacijos paslaugos

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

17/11/2023

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

#### V.2.3. Name and address of the contractor

Official name: UAB „INK agency“

National registration number: 300122046

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: 134 780,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** ST-369

**Lot No:** 3

**Title:**

Turinio rinkodaros paslaugos

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

17/11/2023

#### V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

**V.2.3. Name and address of the contractor**

Official name: UAB „INK agency“

National registration number: 300122046

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: 246 030,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**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**

23/11/2023