

**Poland-Warsaw: Marketing services**  
**OJ S 240/2023 13/12/2023**  
**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: Ministerstwo Cyfryzacji

National registration number: 5252955037

Postal address: ul. Królewska 27

Town: Warszawa

NUTS code: PL Polska

Postal code: 00-060

Country: Poland

E-mail: [wzp@cyfra.gov.pl](mailto:wzp@cyfra.gov.pl)

Telephone: +48 222455917

**Internet address(es):**

Main address: <https://www.gov.pl/web/cyfryzacja>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kampania internetowa KRONIK@

Reference number: PN-6/C/2023

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Przedmiotem zamówienia jest przygotowanie i realizacja kampanii informacyjno-promocyjnej w Internecie zachęcającej do wykorzystywania otwartych zasobów cyfrowych kultury i nauki z portalu [kronika.gov.pl](http://kronika.gov.pl)

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 127 900,00 PLN

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

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

NUTS code: PL Polska

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

Przedmiotem zamówienia jest przygotowanie i realizacja kampanii informacyjno-promocyjnej w Internecie zachęcającej do wykorzystywania otwartych zasobów cyfrowych kultury i nauki z portalu kronika.gov.pl

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

Quality criterion - Name: Kryterium społeczne / Weighting: 20

Quality criterion - Name: Zasięg kampanii w Internecie / Weighting: 40

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:  
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: no

##### **IV.2. Administrative information**

###### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 127-403548](#)

###### **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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A contract/lot is awarded: yes

##### **V.2. Award of contract**

###### **V.2.1.**

**Date of conclusion of the contract**

25/10/2023

**V.2.2. Information about tenders**

Number of tenders received: 6

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

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

Official name: Fabryka Marketingu Sp. z o. o.

Town: Warszawa

NUTS code: PL Polska

Country: Poland

The contractor is an SME: yes

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

Total value of the contract/lot: 127 900,00 PLN

**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: Krajowa Izba Odwoławcza

Postal address: ul. Postępu 17a

Town: Warszawa

Postal code: 02-676

Country: Poland

E-mail: [odwolania@uzp.gov.pl](mailto:odwolania@uzp.gov.pl)

Telephone: +48 224587840

Internet address: <https://www.gov.pl/web/uzp/>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Krajowa Izba Odwoławcza

Postal address: ul. Postępu 17a

Town: Warszawa

Postal code: 02-676

Country: Poland

E-mail: [odwolania@uzp.gov.pl](mailto:odwolania@uzp.gov.pl)

Telephone: +48 224587840

Internet address: <https://www.gov.pl/web/uzp/>

**VI.5. Date of dispatch of this notice**

08/12/2023