

77784-2026 - Result

Sri Lanka – Advertising campaign services – Strategic Communication of the European Union in Sri Lanka - 2025-2028

OJ S 23/2026 03/02/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: European Commission, INTPA - International Partnerships

Email: delegation-sri-lanka-tender-strategic-communication@eeas.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Strategic Communication of the European Union in Sri Lanka - 2025-2028

Description: This service contract is in place to support the Delegation of the European Union to Sri Lanka in implementing its strategic communication plan for 2025-2028. The contractor will provide services including the design, development and implementation of 360° campaigns to position the European Union in Sri Lanka, namely through its Global Gateway strategy. The contractor will bring expertise in the fields of: marketing and strategic communication, online and offline campaigns management, online and offline advertisement, brand strategy, digital marketing, influencer marketing, audio-visual and multimedia content production, community management, copywriting.

Procedure identifier: 03bfd288-eee5-4de7-95b7-b11952a88d88

Previous notice: 193330-2025

Internal identifier: EC-INTPA/CMB/2025/EA-RP/0041

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 1 000 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Strategic Communication of the European Union in Sri Lanka - 2025-2028

Description: This service contract is in place to support the Delegation of the European Union to Sri Lanka in implementing its strategic communication plan for 2025-2028. The contractor will provide services including the design, development and implementation of 360° campaigns to position the European Union in Sri Lanka, namely through its Global Gateway strategy. The contractor will bring expertise in the fields of: marketing and strategic communication, online and offline campaigns management, online and offline advertisement, brand strategy, digital marketing, influencer marketing, audio-visual and multimedia content production, community management, copywriting.

Internal identifier: EC-INTPA/CMB/2025/EA-RP/0041

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 100 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Sri Lanka

5.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 000 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

Additional information: The procurement is funded by the following EU programme: Asia and the Pacific.

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Please consult the procurement documents.

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

Award criterion number: 80

Criterion:

Type: Price

Description: Please consult the procurement documents.

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

Award criterion number: 20

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: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Commission, INTPA - International Partnerships

Organisation signing the contract: European Commission, INTPA - International Partnerships

6. Results

Value of all contracts awarded in this notice: 844 250,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Pomilio Blumm SRL

Tender:

Tender identifier: 300142898

Identifier of lot or group of lots: LOT-0001

Value of the tender: 844 250,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2025 / 489 - 163

Date on which the winner was chosen: 12/12/2025

Date of the conclusion of the contract: 29/12/2025

Information about European Union funds:

Name of EU-financed project or programme: Neighbourhood, Development and International Cooperation Instrument (NDICI) (2021/2027)

Organisation signing the contract: European Commission, INTPA - International Partnerships

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 7

8. Organisations

8.1. ORG-0001

Official name: European Commission, INTPA - International Partnerships

Registration number: COM

Department: INTPA.C - Asia and Pacific, INTPA.C.2 - South and South-East Asia

Postal address: 389 Bauddhaloka Mawatha

Town: Colombo

Postcode: 7

Country: Sri Lanka
Email: delegation-sri-lanka-tender-strategic-communication@eeas.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://international-partnerships.ec.europa.eu/index_en

Roles of this organisation:

Buyer
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: Court of Justice of the European Union
Registration number: CURIA
Postal address: Rue du Fort Niedergrünewald
Town: Luxembourg
Postcode: L-2925
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: GC.Registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: European Commission
Registration number: EUCOM
Postal address: Mondrian (CDMA), Rue du Champ de Mars 21
Town: Brussels
Postcode: B-1050
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: delegation-sri-lanka-tender-strategic-communication@eeas.europa.eu
Telephone: +32 2 299 11 11
Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

8.1. ORG-0004

Official name: Pomilio Blumm SRL
Size of the economic operator: Large
Registration number: IT01304780685
Postal address: LUNGOMARE PAPA GIOVANNI XXIII N 22
Town: PESCARA
Postcode: 65126
Country subdivision (NUTS): Extra-Regio NUTS 3 (ITZZZ)
Country: Italy
Email: p.vallonchini@blumm.pomilio.com
Telephone: +390854212032

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 44ac0ea9-5e08-4ac2-9d06-47311817cf5e - 01

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