

86087-2026 - Result

Brazil – Advertising services – Strategic Communication Service Contract Global Gateway Brazil
OJ S 25/2026 05/02/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: European Commission, INTPA - International Partnerships

Email: delegation-brazil-cooperation@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 Service Contract Global Gateway Brazil

Description: The overall objective of the services contract is to stimulate a paradigm shift in the way the relationship between the EU and Brazil is portrayed and perceived by the primary target audience. The specific objective (Outcome) of the services contract is to measurably increase awareness and positive perception of the EU as a trusted and reliable partner for Brazil, on the issues that matter to young people and around key Global Gateway partnership priorities. The service will be paid on the basis of the delivery of the specified outputs. The expected outputs of this contract are as follows: SO1 (Outcome 1): Global Gateway campaign designed and implemented • Output 1 to Outcome 1: Data gathering and analysis • Output 2 to Outcome 1: Planning, production, placement • Output 3 to Outcome 1: Campaign production and implementation • Output 4 to Outcome 1: Monitoring, optimisation and reporting The financial offer shall include a breakdown indicating the price for each expected output.

Procedure identifier: ae688ad3-2f9b-4c9c-86af-4c373259e949

Previous notice: 266716-2025

Internal identifier: EC-INTPA/BSB/2025/EA-RP/0063

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 1 200 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Strategic Communication Service Contract Global Gateway Brazil

Description: The overall objective of the services contract is to stimulate a paradigm shift in the way the relationship between the EU and Brazil is portrayed and perceived by the primary target audience. The specific objective (Outcome) of the services contract is to measurably increase awareness and positive perception of the EU as a trusted and reliable partner for Brazil, on the issues that matter to young people and around key Global Gateway partnership priorities. The service will be paid on the basis of the delivery of the specified outputs. The expected outputs of this contract are as follows: SO1 (Outcome 1): Global Gateway campaign designed and implemented • Output 1 to Outcome 1: Data gathering and analysis • Output 2 to Outcome 1: Planning, production, placement • Output 3 to Outcome 1: Campaign production and implementation • Output 4 to Outcome 1: Monitoring, optimisation and reporting The financial offer shall include a breakdown indicating the price for each expected output.

Internal identifier: EC-INTPA/BSB/2025/EA-RP/0063

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Brazil

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: 1 200 000,00 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: Latin America.

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: 1 079 250,00 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: NTU

Tender:

Tender identifier: 300141142

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 079 250,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: NDICI LA 2025 489064

Date on which the winner was chosen: 02/12/2025

Date of the conclusion of the contract: 22/12/2025

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: 2

8. Organisations

8.1. ORG-0001

Official name: European Commission, INTPA - International Partnerships

Registration number: COM

Department: INTPA.B - Latin America and The Caribbean; Relations with all Overseas Countries and Territories, INTPA.B.2 - Country Programmes for Latin America and the Caribbean

Postal address: SHIS QI 07 Bloco A- Lago Sul, DF. CEP 71615710

Town: Brasilia
Postcode: N/A
Country: Brazil
Email: delegation-brazil-cooperation@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 Niedergrünwald
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-brazil-cooperation@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: NTU
Size of the economic operator: Micro, small, or medium
Registration number: DK31079543
Postal address: VESTRE HAVNEPROMENADE 5
Town: AALBORG
Postcode: 9000
Country subdivision (NUTS): Extra-Regio NUTS 3 (DKZZZ)
Country: Denmark
Email: lb@ntu.eu
Telephone: +4599300000

Roles of this organisation:

Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: f23a3e9e-bbbd-49dc-a754-9f3a9e265f5a - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 03/02/2026 22:08:46 (UTC+01:00) Central European Time, Western European Summer Time
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