

453480-2025 - Competition

Slovenia – Advertising services – GLOBALNA DIGITALNA KAMPANJA 2025/26

OJ S 131/2025 11/07/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Javna agencija Republike Slovenije za trženje in promocijo turizma

Email: info@slovenia.info

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: GLOBALNA DIGITALNA KAMPANJA 2025/26

Description: Digitalno oglaševanje Slovenije kot turistične destinacije na 18 globalnih trgih.

Procedure identifier: 8808a5bd-18b4-403b-a9be-29e2da09a3a9

Internal identifier: JNV-0011/2025-S-POG-STO

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country: Austria

Anywhere in the given country

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: GLOBALNA DIGITALNA KAMPANJA 2025/26

Description: Digitalno oglaševanje Slovenije kot turistične destinacije na 18 globalnih trgih.

Internal identifier: 305290

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

- 5.1.2. Place of performance**
Country: Austria
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Germany
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Switzerland
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Italy
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Hungary
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Czechia
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Poland
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Slovakia
Anywhere in the given country
- 5.1.2. Place of performance**
Country: United Kingdom
Anywhere in the given country
- 5.1.2. Place of performance**
Country: France
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Spain
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Belgium
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Netherlands
Anywhere in the given country
- 5.1.2. Place of performance**
Country: Luxembourg
Anywhere in the given country

5.1.2. Place of performance

Country: Denmark
Anywhere in the given country

5.1.2. Place of performance

Country: Croatia
Anywhere in the given country

5.1.2. Place of performance

Country: Serbia
Anywhere in the given country

5.1.2. Place of performance

Country: United States
Anywhere in the given country

5.1.3. Estimated duration

Duration: 11 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Ponujeno število kontaktov za oglaševanje na Meta Lead

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Ponujeno število prikazov za oglaševanje Meta Feed

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

Award criterion number: 7

Criterion:

Type: Quality

Description: Ponujeno število prikazov za oglaševanje na Meta Story in Reels

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

Award criterion number: 7

Criterion:

Type: Quality

Description: Ponujeno število ogledov daljših od 3 sek. za oglaševanje na YouTube

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Zagotovljeno število klikov za oglaševanje na Googlu (Search, Demand Gen)

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

Award criterion number: 29

Criterion:

Type: Quality

Description: Zagotovljeno število prikazov za oglaševanje na X Video in Image

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

Award criterion number: 5

Criterion:

Type: Price

Description: Agencijska provizija za serviranje oglasov na Google Search, Google Demand Gen, YouTube, Facebook, Instagram, X, LinkedIn, Pinterest, TikTok, Snapchat in Spotify oglaševanje izražena v odstotkih od vrednosti medijskega zakupa na družbenih omrežjih in na Googlu.

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

Award criterion number: 40

5.1.11. Procurement documents

Deadline for requesting additional information: 21/07/2025 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.enarocanje.si/api/datoteka/get?id=Mzg2Njk1O1JhenBpc25hIGRva3VtZW50YWNpamEgR0RLIDI1IDI2LnppcA>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://ejn.gov.si/ponudba/pages/aktualno/aktualno_jnc_podrobno.xhtml?zadevald=59800

Languages in which tenders or requests to participate may be submitted: Slovenian

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 18/08/2025 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 18/08/2025 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Odpiranje bo potekalo avtomatično v sistemu e-JN .

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: DRŽAVNA REVIZIJSKA KOMISIJA ZA REVIZIJO POSTOPKOV ODDAJE JAVNIH NAROČIL

Information about review deadlines: Zakon o pravnem varstvu v postopkih javnega naročanja (Uradni list RS, št. 43/11 s spremembami)

8. Organisations

8.1. ORG-0001

Official name: Javna agencija Republike Slovenije za trženje in promocijo turizma

Registration number: 6889859000

Postal address: Dimičeva ulica 13

Town: Ljubljana

Postcode: 1000

Country subdivision (NUTS): Osrednjeslovenska (SI041)

Country: Slovenia

Email: info@slovenia.info

Telephone: 01 58 98 550

Internet address: <https://www.slovenia.info>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: DRŽAVNA REVIZIJSKA KOMISIJA ZA REVIZIJO POSTOPKOV ODDAJE JAVNIH NAROČIL

Registration number: 1332716000

Postal address: Slovenska cesta 54

Town: Ljubljana

Postcode: 1000

Country subdivision (NUTS): Osrednjeslovenska (SI041)

Country: Slovenia

Email: dkom@dkom.si

Telephone: +38612342800

Internet address: <https://www.dkom.si/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 5baf9fb4-0795-4205-b37a-dc209ba9d869 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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