

Finland-Helsinki: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 15/2017 21/01/2017

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Finpro Oy

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

E-mail: hankinnat@finpro.fi**Internet address(es):**Main address: www.finpro.fi**I.4. Type of the contracting authority**

Other type: osakeyhtiö

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Markkinointiviestintäpalvelut.

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Hankinnan kohteena ovat markkinointiviestinnän eri osa-alueet. Valittu kumppani auttaa Finproa, sen yksiköitä ja kasvuohjelmia markkinointiviestinnän strategisessa suunnittelussa. Kumppani tarjoaa konsultointia vuosisuunnitteluun, brändäykseen, markkinointiviestinnän strategiseen suunnitteluun ja konseptointiin, tavoitteiden asetantaan sekä näkyvyyden lisäämiseen eri sidosryhmille.

Osa-alueet:

A. Strateginen suunnittelu ja konseptointi;

B. Markkinointiviestinnän suunnittelu ja konseptointi;

C. Digitaalinen markkinointiviestintä;

D. Tapahtumamarkkinoinnin suunnittelu, konseptointi ja toteutus;

E. Sosiaalisen median kanavat;

F. Henkilöresurssi;
G. Paino- ja tulostuspalvelut.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 3 000 000,00 EUR

II.2. Description

II.2.1. Title

A.Strateginen suunnittelu ja konseptointi
Lot No: A

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Strateginen suunnittelu ja konseptointi pitäen sisällään mm. seuraavia toimintoja:
Strategiat, Markkinointiviestinnän vuosisuunnittelu, Brändimäärittely myös keinovalinnat ja quidelinesit sisältäen "tone of voice ja picture style" määrittelyt Visuaalinen suunnittelu ja toteutus, Markkinointiviestinnän kohderyhmäanalysointi, kampanjasuunnittelu ja kanavavalinnat.

II.2.5. Award criteria

Quality criterion - Name: Tiimin osaaminen / Weighting: 80
Price - Weighting: 20

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

B.Markkinointiviestinnän suunnittelu ja konseptointi
Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Markkinointiviestinnän strateginen suunnittelu ja konseptointi, pitäen sisällään mm. seuraavia toimintoja

Markkinointiviestinnän vuosisuunnittelu ja konseptointi, Visuaalinen suunnittelu ja toteutus, Copy writing/tekstit, Digitaalinen markkinointiviestintä, Verkkosivustojen kehitys myös tekninen ymmärrys, Sosiaalinen media, Markkinointiviestinnän analytiikka ja hakukoneoptimointi, Kanavavalinnat.

II.2.5. Award criteria

Quality criterion - Name: Tiimin osaaminen / Weighting: 80

Price - Weighting: 20

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

C.Digitaalinen markkinointiviestintä

Lot No: 3

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Digitaalinen markkinointiviestintä, pitäen sisällään mm. seuraavia toimintoja.

Digitaalinen markkinointiviestintä, Verkkosivustojen suunnittelu ja toteutus, Copy writing/tekstit, Sosiaalinen media, Videotuotannot, Kanavavalinnat, Markkinointiviestinnän analytiikka ja hakukoneoptimointi.

II.2.5. Award criteria

Quality criterion - Name: Tiimin osaaminen / Weighting: 80

Price - Weighting: 20

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

D.Tapahtumamarkkinoinnin suunnittelu, konseptointi ja toteutus

Lot No: 4

II.2.2.

Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Tapahtumamarkkinoinnin suunnittelu, konseptointi ja toteutus pitää sisällään mm. seuraavia toimintoja.

Tapahtumakonseptointi myös Digitaalinen tapahtuma, Visuaalinen suunnittelu ja toteutus, Copy writing/tekstit, Tavoite määrittely, Tulosten mittaus ja analysointi.

II.2.5. Award criteria

Quality criterion - Name: Tiimin osaaminen / Weighting: 80

Price - Weighting: 20

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**

E.Sosiaalisen median kanavat

Lot No: 5

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Sosiaalisen median kanavat, pitää sisällään mm. seuraavia toimintoja.

Sisällön jakelun auditointi, Julkaisukalenterin luominen, hallinta ja kehitys, Sisältöjen tuotanto /muokkaus mediaan sopivaksi (tone of voice), Some strategia pitää sisällään riski /kriisiviestinnän konseptin, Julkaisu ja yhteisöhallinta, Mittarointi, Analysointi.

II.2.5. Award criteria

Quality criterion - Name: Tiimin osaaminen / Weighting: 80

Price - Weighting: 20

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

F. Henkilöresurssi
Lot No: 6

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Määräaikainen (keskimäärin 4-6 kk) projektihenkilö, markkinointi suunnittelu, projektien koordinointi.

II.2.5. Award criteria

Quality criterion - Name: Henkilön osaaminen / Weighting: 70
Price - Weighting: 30

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

G.Painopalvelut
Lot No: 7

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Paino- ja tulostuspalvelut.

II.2.5. Award criteria

Quality criterion - Name: Näytetyöt / Weighting: 60
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

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2016/S 097-173498](#)

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

Contract No: 1

Title:

Strateginen suunnittelu ja konseptointi

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Oy SEK ab

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: N2 Albiino

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Superson Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2

Title:

Markkinointiviestinnän suunnittelu ja konseptointi

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 13

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Oy SEK Ab
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mirum Agency Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: N2 marketing Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Title:

Digitaalinen markkinointiviestintä

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Monami Agency Oy

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Nordic Morning Oyj

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Oy SEK Ab

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Title:

Tapahtumamarkkinoinnin suunnittelu, konseptointi ja toteutus

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 13

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Tilaisuuksien ideointi- ja toteuttamistoimisto Tapaus Oy

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Management Events Studio

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: FactorNova Oy

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Title:

Sosiaalisen median kanavat

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Kurio Oy

Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mirum Agency Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Oy SEK Ab
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Title:

Henkilöresurssi

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V: Award of contract

Contract No: 7

Title:

Painopalvelut

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2016

V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Grano Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Printix Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kopioniini Oy
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Osa-alue F Henkilöresurssi on keskeytetty ja sopimusta ei tehty. Syy: Hankintayksikön tarve on muuttunut ja hankinnan kohteena olevalle palvelulle ei tässä kohtaa ole tarvetta mahdollisten toimintojen uudelleenjärjestelyjen takia. Hankintaa ei toteuteta.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Markkinaoikeus
Postal address: Radanrakentajantie 5
Town: Helsinki
Postal code: 00520
Country: Finland
E-mail: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Fax: +358 295643314
Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

19/01/2017