

**Denmark-Copenhagen: Advertising consultancy services**  
**OJ S 26/2021 08/02/2021**  
**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: Beskæftigelsesministeriet

National registration number: 10172748

Postal address: Holmens Kanal 20

Town: København K

NUTS code: DK Danmark

Postal code: 1060

Country: Denmark

Contact person: Sabrina Lechenmayer

E-mail: [bm@bm.dk](mailto:bm@bm.dk)

Telephone: +45 72205000

**Internet address(es):**

Main address: <https://www.bm.dk/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/308612>

**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**

Rammeaftale om kommunikations- og kampagneydelse til Beskæftigelsesministeriet

Reference number: 2020-3207

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Udbud af rammeaftale om kommunikations- og kampagneydelse til Beskæftigelsesministeriet.

Rammeaftalen er opdelt i 3 delaftaler:

- Delaftale 1 - Strategisk rådgivning og kommunikationskampagner

- Delaftale 2 - Rådgivning om og udvikling af digitale platforme og systemer

- Delaftale 3 - Grafisk design og layout.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 23 000 000,00 DKK

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

#### **II.2.1. Title**

Delaftale 1 – Strategisk rådgivning og kommunikationskampagner  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79415200 Design consultancy services

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

NUTS code: DK Danmark

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

Beskæftigelsesministeriet har løbende behov for at købe strategisk rådgivning. Den strategiske rådgivning indkøbes eksempelvis i forbindelse med idé- og konceptudvikling, generel rådgivning om intern og eksternt kommunikation og tilpasning af denne i forhold til overordnede visioner og missioner, brandingstrategier og kommunikation om og af diverse kampagner og initiativer. Der vil være tale om indkøb af bistand til tidsafgrænsede kommunikationsindsatser mod en ofte afgrænset målgruppe.

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

Quality criterion - Name: Metode og strategi / Weighting: 30

Quality criterion - Name: Bemanding / Weighting: 30

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**

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

#### **II.2.1. Title**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

72000000 IT services: consulting, software development, Internet and support

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

NUTS code: DK Danmark

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

Beskæftigelsesministeriet har løbende behov for at købe rådgivning om og udvikling af digitale platforme og systemer. Opgaverne på delaftalen vil både bestå af rådgivningsopgaver og udviklingsopgaver. Der vil primært være opgaver i forbindelse med udviklingen af UX og design på digitale platforme. Der vil være opgaver, hvor der er behov for at købe rådgivning om valg af digital platforme forud for udvikling af disse. Der vil kunne forekomme drift samt løbende tilpasninger og fejlretninger.

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

Quality criterion - Name: Metode og strategi / Weighting: 40

Quality criterion - Name: Bemanding / Weighting: 30

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**

Delaftale 3 – Grafisk design og layout

Lot No: 3

#### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services

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

NUTS code: DK Danmark

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

Beskæftigelsesministeriet har løbende behov for at købe grafisk opsætning af tekst, layout, design, færdiggørelse og klargøring af elementer til produktion på tryk og/eller i elektronisk form. Behovet omfatter både trykte og elektroniske publikationer. Delaftalen omfatter ikke tryk af de leverede produkter.

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

Quality criterion - Name: Metode og strategi / Weighting: 30

Quality criterion - Name: Bemanding / Weighting: 30

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**

Restricted 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: yes

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

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

Notice number in the OJ S: [2020/S 157-382683](#)

### **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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**Contract No:** 1

**Lot No:** 1

**Title:**

Delaftale 1 – Strategisk rådgivning og kommunikationskampagner

A contract/lot is awarded: yes

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

### **V.2.1. Date of conclusion of the contract**

03/02/2021

### **V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Envision Reklamebureau A/S

National registration number: 13930635

Postal address: Christiansgade 30

Town: Aarhus

NUTS code: DK Danmark

Postal code: 8000

Country: Denmark

E-mail: [antr@envision.dk](mailto:antr@envision.dk)

Telephone: +45 29460067

The contractor is an SME: yes

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

Total value of the contract/lot: 17 000 000,00 DKK

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 2

**Lot No:** 1

**Title:**

Delaftale 1 – Strategisk rådgivning og kommunikationskampagner

A contract/lot is awarded: yes

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

##### **V.2.1. Date of conclusion of the contract**

03/02/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Geelmuyden Kiese A/S

National registration number: 20816899

Postal address: Jorcks Passage 1, 3.

Town: Copenhagen K

NUTS code: DK Danmark

Postal code: 1162

Country: Denmark

E-mail: [karne.lykkebo@gknordic.com](mailto:karne.lykkebo@gknordic.com)

Telephone: +45 20316739

The contractor is an SME: yes

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

Total value of the contract/lot: 17 000 000,00 DKK

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 1

**Title:**

Delaftale 1 – Strategisk rådgivning og kommunikationskampagner

A contract/lot is awarded: yes

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

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

03/02/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: LEAD Agency A/S

National registration number: 30803965

Postal address: Ravnsborg Tværgade 5C, 1. sal

Town: København N

NUTS code: DK Danmark

Postal code: 2200

Country: Denmark

E-mail: [line@leadagency.dk](mailto:line@leadagency.dk)

Telephone: +45 30337204

The contractor is an SME: yes

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

Total value of the contract/lot: 17 000 000,00 DKK

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

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**Contract No:** 4

**Lot No:** 1

**Title:**

Delaftale 1 – Strategisk rådgivning og kommunikationskampagner

A contract/lot is awarded: yes

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

03/02/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Primetime Kommunikation P/S

National registration number: 40416137

Postal address: Nørrebrogade 45

Town: Copenhagen

NUTS code: DK Danmark

Postal code: 2200 N

Country: Denmark

E-mail: [lsi@primetime.dk](mailto:lsi@primetime.dk)  
Telephone: +45 33130525  
Internet address: <http://www.primetime.dk>  
The contractor is an SME: yes

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

Total value of the contract/lot: 17 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 5**

**Lot No: 2**

**Title:**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer

A contract/lot is awarded: yes

**V.2. Award of contract**

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

29/01/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: 1508 A/S

National registration number: 25645790

Postal address: Wilders Plads 13A

Town: Copenhagen K

NUTS code: DK Danmark

Postal code: 1403

Country: Denmark

E-mail: [mje@1508.dk](mailto:mje@1508.dk)

Telephone: +45 70251508

Internet address: <http://www.1508.dk>

The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 6**

**Lot No: 2**

**Title:**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer

A contract/lot is awarded: yes

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

29/01/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Dept Design & Technology ApS

National registration number: 30530748

Postal address: Njalsgade 21E, 1,

Town: København S

NUTS code: DK Danmark

Postal code: 2300

Country: Denmark

E-mail: [peter.risborg@deptagency.com](mailto:peter.risborg@deptagency.com)

Telephone: +45 51903378

The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

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

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**Contract No:** 7

**Lot No:** 2

**Title:**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer

A contract/lot is awarded: yes

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

03/02/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Eksponent

National registration number: 29215111  
Postal address: Sankt Knuds Vej 41  
Town: Frederiksberg  
NUTS code: DK Danmark  
Postal code: 1903  
Country: Denmark  
E-mail: [salg@eksponent.com](mailto:salg@eksponent.com)  
Telephone: +45 70203421  
Internet address: <http://www.eksponent.com>  
The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 8

**Lot No:** 2

**Title:**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer

A contract/lot is awarded: yes

**V.2. Award of contract**

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

03/02/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Pentia A/S  
National registration number: 20868872  
Postal address: Islands Brygge 55  
Town: København S  
NUTS code: DK Danmark  
Postal code: 2300  
Country: Denmark  
E-mail: [jgs@pentia.dk](mailto:jgs@pentia.dk)  
Telephone: +45 70233330  
Internet address: <http://www.pentia.dk>  
The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

**V.2.5. Information about subcontracting**

## Section V: Award of contract

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**Contract No:** 9

**Lot No:** 2

**Title:**

Delaftale 2 – Rådgivning om og udvikling af digitale platforme og systemer

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

03/02/2021

#### V.2.2. Information about tenders

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: Peytz & Co A/S

National registration number: 26923549

Postal address: Rentemestervej 56C

Town: København NV

NUTS code: DK Danmark

Postal code: 2400

Country: Denmark

E-mail: [sj@peytz.dk](mailto:sj@peytz.dk)

Telephone: +45 72200101

Fax: +45 72200102

Internet address: <http://www.peytz.dk>

The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 10

**Lot No:** 3

**Title:**

Delaftale 3 – Grafisk design og layout

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1.

**Date of conclusion of the contract**

29/01/2021

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received by electronic means: 18

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

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

Official name: 1508 A/S

National registration number: 25645790

Postal address: Wilders Plads 13A

Town: Copenhagen K

NUTS code: DK Danmark

Postal code: 1403

Country: Denmark

E-mail: [mje@1508.dk](mailto:mje@1508.dk)

Telephone: +45 70251508

Internet address: <http://www.1508.dk>

The contractor is an SME: yes

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

Total value of the contract/lot: 3 000 000,00 DKK

**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: Klagenævnet for Udbud

Postal address: Nævnenes Hus, Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: [klfu@naevneneshus.dk](mailto:klfu@naevneneshus.dk)

Telephone: +45 35291000

Internet address: <https://kfu.naevneneshus.dk/>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Klage over prækvalifikation:

Klage over ikke at være blevet prækvalificeret skal være indgivet 20 kalenderdage regnet fra dagen efter afsendelse af en underretning til de berørte ansøgere om, hvem der er blevet udvalgt, når underretningen er ledsaget af en begrundelse for beslutningen, jf. lov om Klagenævnet for Udbud § 7, stk. 1.

Klage over tildeling af en rammeaftale:

Klage over tildeling af en rammeaftale skal være indgivet 6 måneder efter at ordregiveren har indgået en rammeaftale regnet fra dagen efter den dag, hvor ordregiveren har underrettet de berørte ansøgere og tilbudsgivere, jf. lov om Klagenævnet for Udbud § 7, stk. 2, nr. 3.

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

Official name: Konkurrence- og forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

Internet address: <https://www.kfst.dk/>

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

03/02/2021