

Denmark-Copenhagen: Advertising and marketing services
OJ S 58/2022 23/03/2022
Contract notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: METRO SERVICE A/S

National registration number: 21263834

Postal address: Metrovej 3

Town: København

NUTS code: DK Danmark

Postal code: 2300

Country: Denmark

Contact person: Johanne BoelSkov

E-mail: jbo@metroservice.dk

Telephone: +45 32482800

Internet address(es):

Main address: <https://permalink.mercell.com/175277674.aspx>

Address of the buyer profile: <http://metroservice.dk/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/175277674.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/175277674.aspx>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Commercial Media

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Commercial partner for the marketing, operation and administration of commercial activities on the station areas of the Copenhagen Metro

Tender is handled by Mercell Sourcing Services, use <https://permalink.mercell.com/175277674.aspx>

II.1.5. Estimated total value

Value excluding VAT: 550 000 000,00 DKK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: DK011 Byen København

II.2.4. Description of the procurement

Metro Service A/S is calling for bids for the role as MESE's commercial partner for the development, marketing, operation and administration of the commercial activities on the station areas of the Copenhagen Metro, i.e. M1+M2, M3 Cityringen, M4 Nordhavn and M4 Sydhavn

The scope and conditions of this tender and future contract between MESE and the commercial partner is based on MESE's right pursuant to the O&M Contract and guidelines agreed upon with Metroselskabet I/S, to dispose commercial activities in the Copenhagen Metro.

The commercial partner shall be responsible for operation and administration of the commercial activities on the station areas of the Copenhagen Metro as well as responsible for all sales and marketing activities of the commercial advertisement locations at the Copenhagen Metro to media brokers, advertisers, and other commercial stakeholders. This includes pricing and market strategy development and any other business development activities.

This includes, but is not limited to:

- All sales and marketing activities of the advertising spaces to media brokers, advertisers and other commercial stakeholders.
- Delivery and operation of emergency messaging system
- Operation, distribution to and maintenance of all digital networks.
- Operation and distribution of all analogue advertisement equipment incl. placement, replacement and removal of analogue media, foils, posters, banners etc;
- Operation and maintenance of all sampling and other advertisement platforms.
- Operational, technical and strategic assistance and advisory.
- All administration according to the commercial activities including:
- Handling all customer inquiries.
- Reports, meetings and data exchange as per request by MS or MESE

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 550 000 000,00 DKK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 30/09/2022 End: 30/09/2026

This contract is subject to renewal: yes

Description of renewals:

MESE has the option for up to two extensions, each for a period from 6 and up to 24 months ("Renewal Term"), however not past the 28 of September 2028.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3Maximum number: 5Objective criteria for choosing the limited number of candidates:

Thus, MESE will prequalify at maximum the 5 bidders that based on the references have the great experience in solving the tasks that are within the scope of this tender, i.e. development, marketing, operation and administration of the commercial activities especially within transportation or outdoor in general as well as experience with a combination of digital and non-digital means.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

MESE has the option for up to two extensions, each for a period from 6 and up to 24 months ("Renewal Term"), however not past the 28 of September 2028.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

The bidder's annual turnover in each of the last three financial years.

The bidder's equity in each of the last three financial years.

Minimum level(s) of standards possibly required:

The bidder must have had an annual turnover of min. DKK 50.000.000 in each of the last 3 years.

The bidder must have had an equity of min. DKK 10.000.000 as an average during the last 3 years.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

It is condition for participation that the bidder has experience in solving the tasks that are within the scope of this tender, i.e. development, marketing, operation and administration of the commercial activities.

Minimum level(s) of standards possibly required:

The bidder must provide at least three (3) references on such assignments. It is a requirement that the assignment is ongoing or has been terminated within the last 3 years

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 19/04/2022 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for Udbud - Nævnenes Hus

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: klfu@naevneneshus.dk

Telephone: +45 72405600

Fax: +45 33307799

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The tender is not covered by the rules of the Public Procurement Act. It is only possible to contact Johanne Boelskov, Contract and Tender manager/ E-mail: JBO@metroservice.dk for objections to the tender. Other information in Part VI.4 must therefore be disregarded. on the body responsible for the appeal procedures, etc.

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
Telephone: +45 41715000
Fax: +45 41715100
Internet address: <http://www.kfst.dk>

VI.5. Date of dispatch of this notice

18/03/2022