

Denmark-Copenhagen: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 65/2021 02/04/2021

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: VisitDenmark

National registration number: 33055331

Postal address: Islands Brygge 43, 3.

Town: København S

NUTS code: DK011 Byen København

Postal code: 2300

Country: Denmark

Contact person: Sofie Kaae Antonisen

E-mail: [sofie.antonisen@twobirds.com](mailto:sofie.antonisen@twobirds.com)

Telephone: +45 60641308

**Internet address(es):**

Main address: <https://www.ethics.dk/ethics/eo#/bb303ab6-3647-49a2-aec1-52fedc83447a/homepage>

**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

Rammeaftale om levering af reklame- og medieydelse til VisitDenmarks markeds kontor i Tyskland

**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**

Udbud af ikke-eksklusiv 4-årig rammeaftale vedrørende indkøb af reklame- og medieydelse til VisitDenmarks markeds kontor i Tyskland.

**II.1.6.**

## Information about lots

This contract is divided into lots: no

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

Value excluding VAT: 65 000 000,00 DKK

## II.2. Description

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

22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79961100 Advertising photography services, 79824000 Printing and distribution services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92100000 Motion picture and video services, 92111100 Training-film and video-tape production, 92111260 Information video-tape production, 92120000 Motion-picture or video-tape distribution services

### II.2.3. Place of performance

NUTS code: DE Deutschland

NUTS code: DE6 Hamburg

### II.2.4. Description of the procurement

Udbud af ikke-eksklusiv 4-årig rammeaftale vedrørende indkøb af reklame- og medieydelse til VisitDenmarks markedskontor i Tyskland.

— Reklamebureauydelse, herunder digital marketing, vedrører typisk planlægning og udarbejdelse af markedsføringsmateriale, projekter og salgsfremmende aktiviteter samt udførelse og udarbejdelse af konkrete markedsføringstiltag, herunder bistand til produktion af videomateriale.

— Mediebureauydelse vedrører primært udarbejdelse af detaljerede medieplaner på baggrund af SINUS- analysen, detaljeret afrapportering, ad hoc-distributionsopgaver samt udarbejdelse af slides til salgssituationer, distributionsoversigter (heat maps), oversigter over medieadfærd m.v.

### II.2.5. Award criteria

Quality criterion - Name: Reklame-case / Weighting: 25 %

Quality criterion - Name: Medie-case / Weighting: 25 %

Quality criterion - Name: Samarbejde / Weighting: 20 %

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

## Section IV: Procedure

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### IV.1. Description

#### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

#### **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 202-489836](#)

#### **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

**Title:**

Rammeaftale om levering af reklame- og medieydelser til VisitDenmarks markedskontor i Tyskland

A contract/lot is awarded: yes

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

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

29/03/2021

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

Number of tenders received: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

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

Official name: HOCHZWEI - büro für visuelle kommunikation GmbH & Co. KG

National registration number: International VAT ID: DE241217598

Postal address: Fördepromenade 16-18

Town: Flensburg

NUTS code: DEF01 Flensburg, Kreisfreie Stadt

Postal code: 24944

Country: Germany

The contractor is an SME: no

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

Official name: update communication GmbH & Co. KG -1

National registration number: International VAT ID DE815008766

Postal address: Dreieichstraße 10

Town: Mörfelden-Walldorf  
NUTS code: DE717 Groß-Gerau  
Postal code: 64546  
Country: Germany  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 65 000 000,00 DKK  
Total value of the contract/lot: 65 000 000,00 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: Toldboden 2  
Town: Viborg  
Postal code: 8800  
Country: Denmark  
E-mail: [klfu@naevneneshus.dk](mailto:klfu@naevneneshus.dk)  
Telephone: +45 72405600  
Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:  
I henhold til Lov om Klagenævnet for Udbud (Lov nr. 593 af 2.6.2016) gælder følgende klagefrister i relation til gennemførelse af udbud. Klager over rammeaftaler skal være modtaget i Klagenævnet inden 6 måneder efter, at ordregiver har udsendt underretningsskrivelse om, at ordregiver har indgået rammeaftalen. Fristen regnes fra dagen efter den dag, hvor underretningen er blevet offentliggjort.

##### **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: [www.kfst.dk](http://www.kfst.dk)

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

30/03/2021