

## 242116-2026 - Competition

Denmark – Business services: law, marketing, consulting, recruitment, printing and security –  
Mediebureauydelse  
OJ S 69/2026 09/04/2026  
Contract or concession notice – standard regime  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Aarhus Universitet

Email: [mane@au.dk](mailto:mane@au.dk)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

### 2. Procedure

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#### 2.1. Procedure

Title: Mediebureauydelse

Description: Formålet med nærværende udbud er at indgå en aftale med et mediebureau, der kan understøtte markeds-føringsindsatsen på Aarhus Universitet. Aftalen dækker medierådgivning og medieindkøb. Opgaverne kan omfatte indsatser vedrørende planlægning, rådgivning, forhandling og køb af medieindsatser såvel som analyser, effektmålinger samt mindre ad hoc-opgaver mv.

Procedure identifier: 64b165ec-783e-4afa-9047-6112a9c4f1b6

Internal identifier: b634e761-0d5f-408d-882d-8a03cf12f7e9

Type of procedure: Restricted

The procedure is accelerated: no

Main features of the procedure: Udbuddet gennemføres som et begrænset udbud i henhold til Udbudslovens § 58 (Lov nr. 1564 af 15/12/2015). Et begrænset udbud betyder, at udbudsfasen er opdelt i en prækvalifikation, hvor et antal Ansøgere udvælges til at afgive tilbud, og en tilbudsfasen hvor de udvalgte Ansøgere udarbejder og indleverer deres tilbud, herefter kaldt Tilbudsgivere.

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

##### 2.1.2. Place of performance

Country: Denmark

Anywhere in the given country

Additional information: Primær lokation: Aarhus

##### 2.1.3. Value

Estimated value excluding VAT: 5 500 000,00 DKK

##### 2.1.4. General information

Legal basis:

## 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Mediebureauydelse

Description: Formålet med nærværende udbud er at indgå en aftale med et mediebyrå, der kan understøtte markeds-føringsindsatsen på Aarhus Universitet. Aftalen dækker medierådgivning og medieindkøb. Opgaverne kan omfatte indsatser vedrørende planlægning, rådgivning, forhandling og køb af medieindsatser såvel som analyser, effektmålinger samt mindre ad hoc-opgaver mv.

Internal identifier: eca85136-c84f-4651-8a2f-228fee7680dc

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### 5.1.2. Place of performance

Country: Denmark

Anywhere in the given country

Additional information: Primær lokation: Aarhus

#### 5.1.3. Estimated duration

Duration: 4 Years

#### 5.1.5. Value

Estimated value excluding VAT: 5 500 000,00 DKK

#### 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): yes

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

#### 5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

##### Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

#### 5.1.10. Award criteria

##### Criterion:

Type: Price

Name: Pris

Description: Evalueringen af underkriteriet "Pris" er baseret på den "samlede vægtede evalueringpris" som angivet i 2 – Tilbudsliste.

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

Award criterion number: 5

**Criterion:**

Type: Quality

Name: Kvalitet

Description: Evalueringen af underkriteriet Kvalitet sker på baggrund af, i hvilket omfang tilbuddet opfylder de beskrevne konkurrenceparametre. Tilbuddene vurderes individuelt og absolut i forhold til det konkurrenceparameter, der er angivet i Bilag 1 – Kravspecifikation. Det betyder, at hvert tilbud vurderes uafhængigt af de øvrige indkomne tilbud.

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

Award criterion number: 20

**Criterion:**

Type: Quality

Name: Fremlæggelse af case

Description: Ordregiver vil i evalueringen af underkriteriet "Fremlæggelse af case" lægge vægt på opfyldelsesgraden af den opstillede case, samt vægte det positivt i hvilket omfang tilbuddet evner at opfylde de forventninger, som er beskrevet nedenfor. Tilbudsgiver vil efter prækvalifikation blive inviteret til besvarelse og fremlæggelse af en case. Der skal i denne sammenhæng ikke indleveres noget skriftlig materiale, da evaluering udelukkende vil være baseret på fremlæggelsen.

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

Award criterion number: 75

**5.1.11. Procurement documents**

Address of the procurement documents: <https://www.ethics.dk/ethics/eo#/2539f5c8-cc34-4081-ad1b-cd5d843547e9/publicMaterial>

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.ethics.dk/ethics/eo#/2539f5c8-cc34-4081-ad1b-cd5d843547e9/homepage>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 08/05/2026 10:00:00 (UTC+00:00) Western European Time, GMT

**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:**

No framework agreement

**Information about the dynamic purchasing system:**

No dynamic purchase system

### 5.1.16. Further information, mediation and review

Review organisation: Klagenævnet for udbud

Organisation providing more information on the review procedures: Konkurrence- og Forbrugerstyrelsen

## 8. Organisations

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### 8.1. ORG-0001

Official name: Aarhus Universitet

Registration number: 31119103

Postal address: Nordre Ringgade 1

Town: Aarhus C

Postcode: 8000

Country subdivision (NUTS): Østjylland (DK042)

Country: Denmark

Contact point: Maiken Nebel

Email: [mane@au.dk](mailto:mane@au.dk)

Telephone: 93522402

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

#### Roles of this organisation:

Buyer

### 8.1. ORG-0002

Official name: Klagenævnet for udbud

Registration number: 37795526

Postal address: Toldboden 2

Town: Viborg

Postcode: 8800

Country subdivision (NUTS): Vestjylland (DK041)

Country: Denmark

Contact point: Klagenævnet for udbud

Email: [kfu@naevneneshus.dk](mailto:kfu@naevneneshus.dk)

Telephone: +45 72405708

Internet address: <https://erhvervsstyrelsen.dk/klagenaevnet-for-udbud>

#### Roles of this organisation:

Review organisation

### 8.1. ORG-0003

Official name: Konkurrence- og Forbrugerstyrelsen

Registration number: 10294819

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postcode: 2500

Country subdivision (NUTS): Byen København (DK011)

Country: Denmark

Contact point: Konkurrence- og Forbrugerstyrelsen

Email: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

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

#### Roles of this organisation:

Organisation providing more information on the review procedures

**8.1. ORG-0004**

Official name: Mercell Holding ASA

Registration number: 980921565

Postal address: Askekroken 11

Town: Oslo

Postcode: 0277

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: eSender

Email: [publication@mercell.com](mailto:publication@mercell.com)

Telephone: +47 21018800

Fax: +47 21018801

Internet address: <http://mercell.com/>

**Roles of this organisation:**

TED eSender

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**Notice information**

Notice identifier/version: 0a76589a-c5c3-4fe7-9fc4-df63ca5163ae - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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