

Finland-Aalto: Advertising and marketing services

OJ S 81/2023 25/04/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Aalto University Foundation sr

National registration number: 2228357-4

Postal address: P.O. Box 11000

Town: AALTO

NUTS code: FI1B1 Helsinki-Uusimaa

Postal code: 00076

Country: Finland

E-mail: merja.aaltonen@aalto.fi

Internet address(es):

Main address: <http://www.aalto.fi/en/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tarjouspalvelu.fi/aalto?id=444877&tpk=5b04732e-18f2-4b17-b050-216fdb47b92b>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tarjouspalvelu.fi/aalto?id=444877&tpk=5b04732e-18f2-4b17-b050-216fdb47b92b>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creative Services

Reference number: D/438/01.01.04.00/2023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Aalto University is looking for a lead creative agency, able to work alongside our communications, marketing and branding activities and bring added value and expertise. The service provider should offer insights, creative solutions, and scale and support to the university's core marketing and brand building efforts. This includes but is not limited to strategic and tactical planning, creative concepting and campaign planning, production, creating guidelines and protocols, brand development work, graphic design, animations, technical marketing support and analytics, art direction, copywriting and editing. The service and its requirements are specified in more detail in the invitation to tender documents.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79400000 Business and management consultancy and related services

II.2.3. Place of performance

NUTS code: FI1B1 Helsinki-Uusimaa

II.2.4. Description of the procurement

For further information, see Invitation to tender documents.

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

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

After the two year contract period, Aalto reserves an option to continue the contract with two years, one year at a time.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

Framework agreement with a single operator

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

Date: 29/05/2023 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

Finnish, English

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 29/05/2023 Local time: 12:15

Place:

Espoo, Finland

Information about authorised persons and opening procedure: The opening of tenders is not a public event.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Aalto University is a non-profit public entity and therefore must follow mandatory public procurement procedure in the procurement as defined in the Act on Public Procurement and Concession Contracts (1397/2016).

VI.4. Procedures for review

VI.4.1.

Review body

Official name: The Market Court

Postal address: Sörnäistenkatu 1

Town: Helsinki

Postal code: 00580

Country: Finland

E-mail: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

20/04/2023