

Finland-Helsinki: Advertising and marketing services
OJ S 100/2021 26/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Maakuntien tilakeskus Oy

National registration number: 2809806-2

Postal address: PL 237

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: FI-00531

Country: Finland

E-mail: info@maakuntientilakeskus.fi

Internet address(es):

Main address: <https://www.maakuntientilakeskus.fi/>

I.4. Type of the contracting authority

Other type: Valtakunnallinen palvelukeskus

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Maakuntien tilakeskus — Viestintä- ja markkinointipalvelut 2020—2026 (DPS) luokka 1

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Hankinnan kohteena ovat hankintayksikön viestintä- ja markkinointipalvelut tarjouspyynnön ja sen liitteiden mukaisesti.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 475 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79310000 Market research services, 79342000 Marketing services, 79300000 Market and economic research; polling and statistics, 79341400 Advertising campaign services, 79430000 Crisis management services, 79800000 Printing and related services, 79950000 Exhibition, fair and congress organisation services, 92100000 Motion picture and video services, 79632000 Personnel-training services, 39294100 Information and promotion products, 48500000 Communication and multimedia software package, 48000000 Software package and information systems, 73110000 Research services, 72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Hankinnan kohteena ovat hankintayksikön viestintä- ja markkinointipalvelut tarjouspyynnön ja sen liitteiden mukaisesti.

Hankinnan arvo on ilmoitettu varsinaisen sopimuskauden osalta.

Hankintasopimus tulee voimaan molempien sopijapuolten allekirjoitettua hankintasopimuksen. Sopimuskausi päättyy 31.12.2023.

II.2.5. Award criteria

Quality criterion - Name: Laadullinen vertailuperuste 1: Tarjottujen henkilöresurssien osaaminen, kokemus ja taidot / Weighting: 30

Quality criterion - Name: Laadullinen vertailuperuste 2: Esitys hankkeen tai palvelun sisällöstä / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Optiokausi:

Hankintayksikkö varaa oikeuden pidentää sopimuskautta ajalle 1.1.2024—31.3.2027.

Hankintayksikkö ilmoittaa optiokauden käyttöönotosta toimittajalle ennen sopimuskauden päättymistä.

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

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 197-476104](#)

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

Title:

Maakuntien tilakeskus — Viestintä- ja markkinointipalvelut 2020—2026 (DPS) luokka 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/05/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Ellun Kanat Oy

National registration number: FI22012758

Postal address: Käenkuja 3a

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: FI-00500

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 475 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus

Postal address: Radanrakentajantie 5

Town: Helsinki
Postal code: FI-00520
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

21/05/2021