

Denmark-Copenhagen: Advertising and marketing services

OJ S 152/2014 09/08/2014

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Københavns Kommune — v. Økonomiforvaltningen

Postal address: Center for Økonomi

Town: København V

Postal code: 1599

Country: Denmark

For the attention of: Maj Calmer Kristensen

E-mail: b20b@okf.kk.dk**Internet address(es):**General address of the contracting authority: <http://www.kk.dk/da/erhverv/indkoeb-og-udbud>**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title**

Kommunikationsydelser (tilbudsfasen).

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: København

NUTS code DK011 Byen København

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Københavns Kommune udbyder kommunikationsydelser herunder Kommunikations- og kampagnedydelser, markedsføring, reklame og presserådgivning.

Københavns Kommune ønsker at indgå aftale med 10 leverandører. Disse leverandører skal hver især kunne levere samtlige ydelser i nærværende udbud.

Tildeling af ordrer sker i overensstemmelse med EU's Udbudsdirektiv art. 32 stk. 4, efter

genåbning af konkurrencen i form af et såkaldt miniudbud blandt de 10 leverandører Københavns Kommune omsætter for ca. 3–5 000 000 DKK årligt.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Pris. Weighting 50
2. Kvalitet. Weighting 50

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2013/S 234-406197](#) of 3.12.2013

Contract notice

Notice number in the OJ S: [2014/S 48-080207](#) of 8.3.2014

Section V: Award of contract

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Rostra Kommunikation

Postal address: Svanemøllevej 58

Town: Hellerup

Postal code: 2900

Country: Denmark
E-mail: info@rostrapr.com
Telephone: +45 33159420
Fax: +45 33159422

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Bysted A/S
Postal address: Enigheden
Town: København NV
Postal code: 2400
Country: Denmark
E-mail: bysted@bysted.dk
Telephone: +45 39162700
Fax: +45 39162747

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Advice A/S
Postal address: GI Kongevej 3E, 4. sal
Town: København V
Postal code: 1610
Country: Denmark
Telephone: +45 33422100

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Nexus Kommunikation A/S

Postal address: Østre Messegade 2

Town: Hvidovre

Postal code: 2650

Country: Denmark

E-mail: ebkyr@ibm.net

Telephone: +45 36770046

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Konsortiet Weltklasse pr + reklame, Markman customer management og Lange PR

Postal address: Fjelshøjvej 21

Town: Gistrup

Postal code: 9260

Country: Denmark

Telephone: +45 70234561

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Konsortiet 2+1 Idebureau og Crosstown Kommunikation

Postal address: Bragesgade 10b, 1. th.

Town: København N

Postal code: 2200

Country: Denmark

Telephone: +45 32821021

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Public Communication A/s

Postal address: Nørrebrogade 47

Town: København N

Postal code: 2200

Country: Denmark

Telephone: +45 70135555

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Mensch

Postal address: Skt. Petri Passage 5, 3.

Town: København K

Postal code: 1165

Country: Denmark

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: Konsortiet Hansen Agenda, Konstellation og Epinion

Postal address: Søtorvet 5, 2. sal

Town: København K

Postal code: 1371

Country: Denmark
Telephone: +45 30103280

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot title: Kommunikationsydelser (tilbudsfasen)

V.1. Date of conclusion of the contract

4.7.2014

V.2. Information about tenders

Number of tenders received by electronic means: 13

V.3. Name and address of the contractor

Official name: PS Communication

Postal address: Tagensvej 85 F

Town: København N

Postal code: 2200

Country: Denmark

Telephone: +45 70232456

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Klagenævnet for Udbud

Postal address: Dahlerups Pakhus, Langelinie Allé 17

Town: København Ø

Postal code: 2100

Country: Denmark

E-mail: klfu@erst.dk

Telephone: +45 35291000

Fax: +45 33307799

Internet address: www.klfu.dk

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Håndhævelseslovens § 7 fastsætter følgende klagefrister for EU-udbud, som ordregiver henholder sig til:

1) Klage over ikke at være blevet prækvalificeret skal være indgivet til Klagenævnet for Udbud inden 20 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har afsendt en

underretning til de berørte ansøgere om, hvem der er blevet prækvalificeret, jf. håndhævelseslovens § 2, stk. 1, nr. 1, hvis underretningen har angivet en kort redegørelse for de relevante grunde for beslutningen, jf. lovens § 7, stk. 1.

2) Klager over andet end ordregivers prækvalifikationsbeslutninger under nr. 1) skal være indgivet til Klagenævnet for Udbud inden:

— 45 dage efter at ordregiveren har offentliggjort en bekendtgørelse i EU-Tidende om, at ordregiveren har indgået en kontrakt, hvor fristen regnes fra dagen efter den dag, hvor bekendtgørelsen er blevet offentliggjort.

— 30 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har underrettet de berørte tilbudsgivere om, at en kontrakt baseret på en rammeaftale med genåbning af konkurrencen eller et dynamisk indkøbssystem er indgået, hvis underretningen har angivet en kort redegørelse for de relevante grunde for beslutningen.

— 6 måneder efter at ordregiveren har indgået en rammeaftale regnet fra dagen efter den dag, hvor ordregiveren har underrettet de berørte ansøgere og tilbudsgivere, jf.

håndhævelseslovens § 2, stk. 2.

3) Klager over kontraktindgåelse uden gennemførelse af udbud efter håndhævelseslovens § 4 skal være indgivet til Klagenævnet for Udbud inden 30 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har offentliggjort en bekendtgørelse i EU-Tidende om, at ordregiveren har indgået en kontrakt, forudsat at bekendtgørelsen indeholder begrundelsen for ordregiverens beslutning om at tildele kontrakten uden forudgående offentliggørelse af en udbudsbekendtgørelse i EU-Tidende.

Ovenstående gælder også for sagsanlæg ved domstolene om, at de regler, der er nævnt i håndhævelseslovens § 1, stk. 2, nr. 1 og 2, er overtrådt, og sagsøgeren ikke forinden har indgivet klage til Klagenævnet for Udbud herom.

VI.3.3. 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: www.kfst.dk

VI.4. Date of dispatch of this notice

7.8.2014