

Denmark-Copenhagen: Advertising services
OJ S 131/2018 11/07/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Københavns Kommune Økonomiforvaltningen Kbh. Ejendomme og Indkøb

National registration number: 64942212

Postal address: Borups Allé 177

Town: København NV

NUTS code: DK011 Byen København

Postal code: 2400

Country: Denmark

Contact person: Charlotte Koldby Nordberg

E-mail: gk4j@okf.kk.dk

Internet address(es):

Main address: <https://permalink.mercell.com/80150476.aspx>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Levering af kommunikationsydelser under 100 000 DKK

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Levering af kommunikationsydelser under 100 000 med udbud med forhandling. Se udbudsbetingelser.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 9 000 000,00 DKK

II.2. Description

II.2.1. Title

Strategiudvikling, analyser og kreativ eksekvering ifm. kampagner
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79960000 Photographic and ancillary services, 92100000 Motion picture and video services

II.2.3. Place of performance

NUTS code: DK011 Byen København

II.2.4. Description of the procurement

Delkontrakt 1: Strategiudvikling, analyser og kreativ eksekvering ifm. kampagner, indeholdt bl. a. og ikke udtømmende:

- Kreativ konceptudvikling i forbindelse med tværmediale kampagner,
- Eksekvering af samlede kampagner,
- Særlige analyser ifm. Kampagner,
- Interessentanalyser mv.

II.2.5. Award criteria

Quality criterion - Name: Casebesvarelse / Weighting: 60 %
Price - Weighting: 40 %

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

II.2. Description

II.2.1. Title

Strategiudvikling, analyser og rådgivning ifm. kommunikation, PR og sociale medier
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79960000 Photographic and ancillary services, 92100000 Motion picture and video services

II.2.3. Place of performance

NUTS code: DK011 Byen København

II.2.4. Description of the procurement

Delkontrakt 2: Strategiudvikling, analyser og rådgivning ifm. kommunikation, PR og sociale medier, bl.a. og ikke udtømmende:

- Strategiudvikling og rådgivning ifm. kommunikationsopgaver, PR og sociale medier,
- Rådgivning ifm. kritiske sager i pressen og på sociale medier,
- Medietræning.

II.2.5. Award criteria

Quality criterion - Name: Casebesvarelse / Weighting: 60 %

Price - Weighting: 40 %

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

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: [2018/S 025-053809](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Lot No: 1

Title:

Delkontrakt 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: Polygraphic ApS
Town: København
NUTS code: DK01 Hovedstaden
Country: Denmark
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 000 000,00 DKK
Total value of the contract/lot: 5 000 000,00 DKK

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

Title:

Delkontrakt 2

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4
Number of tenders received from SMEs: 3
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Primetime Kommunikation A/S
Town: København
NUTS code: DK01 Hovedstaden
Country: Denmark
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 DKK
Total value of the contract/lot: 4 000 000,00 DKK

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1.**

Date of conclusion of the contract

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: Very Patchwork

Town: København

NUTS code: DK01 Hovedstaden

Country: Denmark

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 5 000 000,00 DKK

Total value of the contract/lot: 5 000 000,00 DKK

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: The Chimney Pot AB

Town: Stockholm

NUTS code: SE11 Stockholm

Country: Sweden

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 5 000 000,00 DKK

Total value of the contract/lot: 5 000 000,00 DKK

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Operate A/S

Town: København

NUTS code: DK01 Hovedstaden

Country: Denmark

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 DKK

Total value of the contract/lot: 4 000 000,00 DKK

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Lead Agency A/S

Town: København

NUTS code: DK01 Hovedstaden

Country: Denmark

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 DKK

Total value of the contract/lot: 4 000 000,00 DKK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Ansøgere må endvidere ikke befinde sig i én eller flere af de situationer, der er beskrevet i udbudslovens §§ 135 og 136 omkring obligatoriske udelukkelsesgrunde, samt i udbudslovens § 137, stk. 1, nr. 1, 2, 3 og 6 omkring frivillige udelukkelsesgrunde. Såfremt tilbudsgiver er et konsortium, eller baserer sig på andre virksomheders økonomiske finansielle, tekniske eller faglige formåen, skal alle virksomhederne, der deltager i sammenslutningen, udfylde et ESPD dokument i Mercell.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for Udbud
Postal address: Nævnenes Hus, Toldboden 2
Town: Viborg
Postal code: 8800
Country: Denmark
E-mail: klfu@naevneneshus.dk
Telephone: +45 35291000
Fax: +45 33307799
Internet address: <http://www.klfu.dk>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Præcise oplysninger om klagefrist(er): I henhold til LBK nr. 593 af 2.6.2016 om håndhævelse af udbuds reglerne m.v. gælder følgende klagefrister i relation til gennemførelse af udbud: Klage over ikke at være 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, hvis underretningen har angivet en kort redegørelse for de relevante grunde for beslutningen, jf. lovens § 7, stk. 1.

Klage over tildeling af kontrakten skal være indgivet til Klagenævnet for Udbud inden 45 dage efter, at

Ordregiveren har offentliggjort en bekendtgørelse i Den Europæiske Unions Tidende om, at ordregiveren har indgået en kontrakt.

Klage i forbindelse med indgåelse af en rammeaftale skal indgives inden 6 måneder regnet fra dagen efter den dag, hvor ordregiver har underrettet de berørte ansøgere og tilbudsgivere. Senest samtidig med at en klage indgives til Klagenævnet for Udbud, skal klageren skriftligt underrette

Ordregiveren om, at klage indgives til Klagenævnet for Udbud, og om, hvorvidt klagen er indgivet i standstill perioden, jf. lovens § 6, stk. 4. I tilfælde, hvor klagen ikke er indgivet i standstill perioden, skal klageren tillige angive, hvorvidt der begæres opsættende virkning af klagen, jf. lovens § 12, stk. 1.

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
Telephone: +45 41715000

Fax: +45 41715100

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

VI.5. Date of dispatch of this notice

09/07/2018