

Denmark-Copenhagen: Advertising and marketing services
OJ S 126/2022 04/07/2022
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: METRO SERVICE A/S

National registration number: 21263834

Postal address: Metrovej 3

Town: København

NUTS code: DK Danmark

Postal code: 2300

Country: Denmark

Contact person: Johanne BoelSkov

E-mail: jbo@metroservice.dk

Telephone: +45 32482800

Internet address(es):

Main address: <https://permalink.mercell.com/175277674.aspx>

Address of the buyer profile: <http://metroservice.dk/>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Commercial Media

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Commercial partner for the marketing, operation and administration of commercial activities on the station areas of the Copenhagen Metro

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

II.2.4. Description of the procurement

Metro Service A/S is calling for bids for the role as MESE's commercial partner for the development, marketing, operation and administration of the commercial activities on the station areas of the Copenhagen Metro, i.e. M1+M2, M3 Cityringen, M4 Nordhavn and M4 Sydhavn

The scope and conditions of this tender and future contract between MESE and the commercial partner is based on MESE's right pursuant to the O&M Contract and guidelines agreed upon with Metroselskabet I/S, to dispose commercial activities in the Copenhagen Metro.

The commercial partner shall be responsible for operation and administration of the commercial activities on the station areas of the Copenhagen Metro as well as responsible for all sales and marketing activities of the commercial advertisement locations at the Copenhagen Metro to media brokers, advertisers, and other commercial stakeholders. This includes pricing and market strategy development and any other business development activities.

This includes, but is not limited to:

- All sales and marketing activities of the advertising spaces to media brokers, advertisers and other commercial stakeholders.
- Delivery and operation of emergency messaging system
- Operation, distribution to and maintenance of all digital networks.
- Operation and distribution of all analogue advertisement equipment incl. placement, replacement and removal of analogue media, foils, posters, banners etc;
- Operation and maintenance of all sampling and other advertisement platforms.
- Operational, technical and strategic assistance and advisory.
- All administration according to the commercial activities including:
- Handling all customer inquiries.
- Reports, meetings and data exchange as per request by MS or MESE

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 40%

Price - Weighting: 60%

II.2.11. Information about options

Options: yes

Description of options:

2 possibilities for extension of 6-24 months, however not past the 28th of September 2028

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

Negotiated procedure with prior call for competition

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 058-153320](#)

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 periodic indicative notice

Section V: Award of contract

Title:

Commercial Media first bid (phase 2)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

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: 2

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

V.2.3. Name and address of the contractor

Official name: Clear Channel Danmark A/S

Postal address: Wildersgade 8, 4 sal

Town: København K

NUTS code: DK01 Hovedstaden

Postal code: 1408

Country: Denmark

Telephone: +45 36440244

Fax: +45 36441850

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

The contractor is an SME: no

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

Metro Service is a privately owned company. To ensure a transparent tender process, MESE has voluntarily determined to follow the principles for competition in the EU Utilities Directive (Directive 2014/25/EU).

MESE had reserved and use the right to award the contract based on the first bids.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for Udbud - Nævnenes Hus

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: kfu@naevneneshus.dk

Telephone: +45 72405600

Fax: +45 33307799

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The tender is not covered by the rules of the Public Procurement Act. It is only possible to contact Johanne Boelskov, Contract and Tender manager/ E-mail: JBO@metroservice.dk for objections to the tender. Other information in Part VI.4 must therefore be disregarded. on the body responsible for the appeal procedures, etc.

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

29/06/2022