

**Denmark-Copenhagen: Advertising and marketing services**  
**OJ S 142/2021 26/07/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: VisitDenmark

National registration number: 33055331

Postal address: Islands Brygge 43, 3.

Town: Copenhagen S

NUTS code: DK01 Hovedstaden

Postal code: 2300

Country: Denmark

Contact person: Louise Jacobsen

E-mail: [Louise.jacobsen@twobirds.com](mailto:Louise.jacobsen@twobirds.com)

**Internet address(es):**

Main address: <https://www.ethics.dk/ethics/eo#/d74215b1-4090-4afa-b3c3-485b9fabf8b4/homepage>

**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Procurement of Strategic and Creative Lead-bureau Services

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

VisitDenmark seeks a strategic and creative lead agency that  
— based on the agency's extensive market and business area knowledge, experience and ability to analyze data can assist with further development of the brand position for Denmark,  
— based on this position can further develop the strategically overarching communication concept for the whole of Denmark. A concept that embraces all leisure and business event areas and can be targeted and performed in all priority markets in the form of successful and value-creating market communication through all channels, and

— which can translate the position and the overarching communication concept into transnational marketing campaigns in collaboration with VisitDenmark and partners consisting of Denmark's leading tourism partners.

VisitDenmark is thus searching for a strong agency which with strategic understanding, experience and creativity can become a creative lead in the development of the future marketing of Denmark internationally.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 750 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341000 Advertising services

#### **II.2.3. Place of performance**

NUTS code: DK01 Hovedstaden

Main site or place of performance: Main site of performance is dependent on the winning tenderer.

#### **II.2.4. Description of the procurement**

The task of VisitDenmark is to market Denmark as a travel destination resulting in more international tourists obtaining greater knowledge of Denmark and a greater desire to travel here. The marketing effort focuses on three areas of business: Coastal and nature tourism, citybreaks and business events. VisitDenmark works currently on 10 prioritized markets: Germany, Norway, Sweden, the Netherlands, Great Britain, Italy, France, the United States, China and India.

The strategy of VisitDenmark – Smart tourism – is about strengthening the knowledge of and desire to travel to Denmark. The prerequisite for this to succeed is for VisitDenmark to continuously develop and perform campaigns with a common headline – 'Denmark' – ensuring synergy across business areas and prioritized markets. With the same position and pledge of brand VisitDenmark shall be capable of communicating both Denmark's metropolitan destinations and coastal and nature product on all markets.

The services of the framework agreement cover the VisitDenmark's need for a strategic and creative lead agency to provide strategic advice, creative ideas and concepts in connection with the marketing of Denmark within the Customer's markets: Norway, Sweden, Germany, the Netherlands, the United Kingdom, France, Italy and the USA.

During the period 2021-2025, VisitDenmark expects a total media consumption of up to EUR 2 100 000, allocating an amount of EUR 400 000 — EUR 700 000 annually. The customer has within the estimated value of the framework agreement in section II.1.5) and II.2.6 made allowance for a safety margin of EUR 650 000. It is expected that the supplier performs 3-4 tasks per year, each of which is assumed to have a value of approx. EUR 100 000 — 150 000. In addition, there is media purchase. The total budget may vary from year to year.

VisitDenmark may decide that the Supplier shall find the relevant subcontractors for the production and execution of the developed campaigns, but the Customer may also choose to conduct these purchases oneself or through other channels. The Supplier may not enter into an agreement with subcontractors without a prior agreement with VisitDenmark.

The required Services and Tasks may vary in size and scope, from larger tasks to a single activity, or cover advice on a specific issue.

Examples of services and tasks:

- advice and coaching on the further development of the DNA of the Denmark Brand, manifesto, visual expression and graphic guidelines,
- development of a brand book for VisitDenmark and our partners in the Danish tourism industry,
- ensuring the brand's relevance across VisitDenmark's priority markets,
- development and organization of the Denmark campaign, including development of the idea concept, campaign concept and draft suggestions for content,
- creative support/responsibility in connection with the briefing and management of production agencies,
- guidelines for VisitDenmark's content team regarding campaign execution,
- continuous exchange of ideas with VisitDenmark's brand managers,
- development workshops, where market data, insights and new trends are discussed as a starting point for campaign development.

#### **II.2.5. Award criteria**

Quality criterion - Name: Qualifications and organization of core team / Weighting: 35 %

Quality criterion - Name: Project management and availability / Weighting: 15 %

Quality criterion - Name: Case / Weighting: 25 %

Price - Weighting: 25 %

#### **II.2.11. Information about options**

Options: yes

Description of options:

The duration of the framework agreement cf. II.2.7) includes an option for renewal by 2 x 12 months.

#### **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**

VisitDenmark has decided not to divide the framework agreement into lots since VisitDenmark only needs one lead agency with the strategic and creative responsibility.

### **Section IV: Procedure**

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#### **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: [2020/S 227-557952](#)

### 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

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**Contract No:** 1

**Title:**

Framework Agreement of Strategic and Creative Lead-bureau Services

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

20/07/2021

#### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

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: Fold7 Ltd

National registration number: 676 4057 12

Postal address: 16-18 Kirby Street, Farringdon

Town: London

NUTS code: UKI London

Postal code: EC1N 8TS

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 750 000,00 EUR

Total value of the contract/lot: 2 750 000,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Complaint Board of Public Procurement

Postal address: Toldboden 2  
Town: Viborg  
Postal code: 8800  
Country: Denmark  
E-mail: [klfu@naevneneshus.dk](mailto:klfu@naevneneshus.dk)  
Telephone: +45 72405600  
Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

According to the Danish Act on the Complaints Board for Procurement, etc. (LBK No 593 of 2 June 2016), the following deadlines apply for submission of complaint:

Complaints about not being pre-qualified must be submitted to the Complaints Board for Procurement within 20 calendar days from the day after the day on which the contracting authority has sent a notification to the affected candidates about who has been pre-qualified if the notification has stated a brief account of the relevant reasons for the decision, cf. § 7(1) of the said act.

— complaints about the award of the framework agreement must be made to the Complaints Board within 6 months after the award of the framework agreement.

The complainant must inform the contracting authority of the complaint in writing at the latest simultaneously with the lodge of the complaint to The Complaints Board for Public Procurement stating whether the complaint has been lodged in the standstill period, cf. § 6(4) of the Act on The Complaints Board for Public Procurement. If the complaint has not been lodged in the standstill period, the complainant must also state whether it is requested that the appeal is granted delaying effect, cf. § 12(1) of the said Act.

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Danish Competition and Consumer Authority  
Postal address: Carl Jacobsens Vej 35  
Town: Valby  
Postal code: 2500  
Country: Denmark  
E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)  
Telephone: +45 41715000  
Internet address: [www.kfst.dk](http://www.kfst.dk)

#### **VI.5. Date of dispatch of this notice**

21/07/2021