

Denmark-Copenhagen: Advertising consultancy services
OJ S 234/2015 03/12/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Det Danske Klasselotteri A/S

Postal address: Rådhuspladsen 2

Town: København V

Postal code: 1550

Country: Denmark

For the attention of: Marketingdirektør Kirsten Østergaard

E-mail: kirsten@klasselotteriet.dk

Telephone: +45 33420921

Internet address(es):

General address of the contracting authority: <http://www.klasselotteriet.dk>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Det Danske Klasselotteri A/S (»Klasselotteriet«) er et aktieselskab, hvor staten ejer 100 % af aktierne

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

Udbud af mediabureauydelse.

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)

For at sikre fortsat strategisk tænkning ønsker Klasselotteriet at indgå rammeaftale med et mediabureau, der kan varetage Klasselotteriets mediabureauydelse.

Der vælges ét mediabureau for at sikre koordination mellem Klasselotteriets kampagner.

Mediabureauet skal sammen med Klasselotteriets reklamebureauer og Klasselotteriet

udarbejde overordnet medieplan for budgetåret. Endvidere skal mediebureauet både ved de større kampagner og kontinuerligt optimere medieindsatsen. Opgaver inden for rammeaftalen kan bestå af:

- strategisk mediaplanlægning
- indkøb af mediaindrykninger
- effektmåling af mediaindrykningerne
- betaling af medier
- administration, opfølgning på indrykning og fakturering
- salgsmodellering
- generel mediarådgivning efter behov.

Klasselotteriet har desuden option på, at mediabureauet yder rådgivning, sparring og bistand til Online-marketing.

II.1.5. CPV code(s)

79341100 Advertising consultancy 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

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:

Directive 2004/18/EC

1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC

No tenders or no suitable tenders/requests to participate in response to: restricted procedure

All tenders submitted in reply to an open procedure, a restricted procedure or competitive dialogue were irregular or unacceptable. Only those tenderers were included in the negotiations which have satisfied the qualitative selection criteria.

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Strategisk mediaplanlægning. Weighting 35
2. Kreativitet i mediaplanlægningen. Weighting 10
3. Teamets erfaring. Weighting 20
4. Økonomi. Weighting 35

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

Contract notice

Notice number in the OJ S: [2015/S 179-325286](#) of 16.9.2015

Section V: Award of contract

V.1. Date of conclusion of the contract

14.10.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: OMD Danmark A/S

Postal address: Dortheavej 3

Town: København NV

Postal code: 2400

Country: Denmark

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

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

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Klage over udbudsproceduren skal indgives til Klagenævnet for Udbud som anført i § 7 i henhold til lov nr. 492 af 12.5.2010, Håndhævelsesloven, med senere ændringer.

I henhold til Håndhævelsesloven gælder der en klagefrist over ordregivers tildeling af en rammeaftale på 6 måneder. Klagefristen regnes fra dagen efter den dag, hvor ordregiver har afsendt underrettet tilbudsgiverne om, hvem ordregiver vil indgå kontrakt med, jf. § 7, stk. 2, nr. 3.

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

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

VI.4. Date of dispatch of this notice

29.11.2015