

425482-2026 - Result

Finland – Business services: law, marketing, consulting, recruitment, printing and security – FRAMEWORK AGREEMENT FOR INTERNATIONAL PR AGENCY SERVICES

OJ S 118/2026 22/06/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Helsinki Partners Oy

Email: anu.koski@helsinkipartners.com

Legal type of the buyer: Public undertaking, controlled by a local authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: FRAMEWORK AGREEMENT FOR INTERNATIONAL PR AGENCY SERVICES

Description: The object of the procurement agreement is PR agency services for these two (2) different themes: Lot 1: Happy Helsinki – Culture & Society Lot 2: Helsinki as a Global Platform for Sustainable Growth & Innovation The object of the procurement, the relevant contract terms and requirements are described in more detail in the procurement documents and its annexes.

Procedure identifier: 1f3a647c-37a8-4524-b8a7-2af2afed367f

Type of procedure: Open

The procedure is accelerated: yes

Justification for the accelerated procedure: 57 §

Main features of the procedure: The procurement will take place in compliance with the Finnish Act on Public Procurement and Concession Contracts (1397/2016, Procurement Act).

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 2 500 000,00 EUR

Maximum value of the framework agreement: 2 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Lot 1: Happy Helsinki – Culture & Society

Description: Please see Annex 1 Service description

Internal identifier: 2026-043365-LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 03/06/2026

Duration: 48 Months

5.1.5. Value

Maximum value of the framework agreement: 2 000 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Name: Based on Annex 2

Description: Based on Annex 2

Criterion:

Type: Quality

Name: Based on Annex 5 descriptions

Description: Based on Annex 5 descriptions

Description of the method to be used if weighting cannot be expressed by criteria: Please see Call for Tenders

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The Market Court

Organisation providing more information on the review procedures: Helsinki Partners Oy

5.1. Lot: LOT-0002

Title: Lot 2: Helsinki as a Global Platform for Sustainable Growth & Innovation

Description: Please see Annex 1 Service description

Internal identifier: 2026-043365-LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 03/06/2026

Duration: 48 Months

5.1.5. Value

Maximum value of the framework agreement: 500 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Name: Based on Annex 2

Description: Based on Annex 2

Criterion:

Type: Quality

Name: Based on Annex 5 description

Description: Based on Annex 5 description

Description of the method to be used if weighting cannot be expressed by criteria: Please see Call for Tenders

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The Market Court

Organisation providing more information on the review procedures: Helsinki Partners Oy

6. Results

Maximum value of the framework agreements in this notice: 2 500 000,00 EUR

Approximate value of the framework agreements

:

2 500 000,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 2 000 000,00 EUR

Re-estimated value of the framework agreement: 2 000 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Juni Communication & Production Oy

Tender:

Tender identifier: Juni Communication & Production Oy

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 000 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 1 Happy Helsinki - Culture & Society

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 03/06/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: Pelham Communications

Tender:

Tender identifier: Pelham Communications

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 000 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 1 Happy Helsinki - Culture & Society

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 03/06/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: Camron Public Relations Limited

Tender:

Tender identifier: Camron Public Relations Limited

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 000 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 1 Happy Helsinki - Culture & Society

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 03/06/2026

The contract is awarded within a framework agreement: no

Winner:

Official name: ING Media

Tender:

Tender identifier: ING Media

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 000 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 1 Happy Helsinki - Culture & Society

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 03/06/2026

The contract is awarded within a framework agreement: no

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 9

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 500 000,00 EUR

Re-estimated value of the framework agreement: 500 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: ING Media

Tender:

Tender identifier: ING Media

Identifier of lot or group of lots: LOT-0002

Value of the tender: 500 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 2 Helsinki as a Global Platform for Sustainable Growth & Innovation

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 29/05/2026

Winner:

Official name: Bamla Agency Oy

Tender:

Tender identifier: Bamla Agency Oy

Identifier of lot or group of lots: LOT-0002

Value of the tender: 500 000,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Lot 2 Helsinki as a Global Platform for Sustainable Growth & Innovation

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 29/05/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Helsinki Partners Oy

Registration number: 3209009-8

Postal address: Kasarmikatu 36

Town: Helsinki

Postcode: 00130

Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)

Country: Finland

Email: anu.koski@helsinkipartners.com

Telephone: +358405050891

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Hansel Oy (Hilma)

Registration number: FI09880841

Postal address: Mannerheiminaukio 1 A

Town: Helsinki

Postcode: 00100

Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)

Country: Finland

Email: tekninen@hankintailmoitukset.fi

Telephone: +358 295563630

Roles of this organisation:

TED eSender

8.1. ORG-0004

Official name: Pelham Communications

Size of the economic operator: Medium

Registration number: 863247611

Town: London

Postcode: NW1 5RA

Country: United Kingdom

Email: info@pelhamcommunications.com

Telephone: +44

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: ING Media

Size of the economic operator: Medium

Registration number: 3800985

Town: London

Postcode: EC2A 3LT

Country: United Kingdom

Email: procurement@ing-media.com

Telephone: +44

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001, LOT-0002

8.1. ORG-0006

Official name: Camron Public Relations Limited

Size of the economic operator: Medium

Registration number: 235 353671

Town: London
Postcode: WC2E 9AB
Country: United Kingdom
Email: info@camronglobal.com
Telephone: +44

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0007

Official name: Bamla Agency Oy
Size of the economic operator: Medium
Registration number: 3202685-4
Postal address: Eerikinkatu 20 B 25
Town: HELSINKI
Postcode: 00100
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Email: info@bamla.agency
Telephone: +358
Internet address: <https://www.bamla.agency>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0002

8.1. ORG-0008

Official name: Juni Communication & Production Oy
Size of the economic operator: Medium
Registration number: 2702856-4
Postal address: Eteläranta 6 A 5
Town: HELSINKI
Postcode: 00130
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Email: info@juni.fi
Telephone: +358
Internet address: <https://www.juni.fi>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The Market Court
Registration number: FI30061576
Postal address: Radanrakentajantie 5
Town: Helsinki
Postcode: 00520
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Email: markkinaoikeus@oikeus.fi
Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

Roles of this organisation:

Review organisation

Notice information

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