

Finland-Helsinki: Advertising and marketing services
OJ S 163/2023 25/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Maanmittauslaitos

National registration number: 0245954-4

Postal address: Opastinsilta 12 C

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: 00520

Country: Finland

E-mail: kirjaamo@maanmittauslaitos.fi

Internet address(es):

Main address: <http://www.maanmittauslaitos.fi>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Maanmittauslaitos - Luokka 1 - Viestintä- ja markkinointipalvelut 2020-2026 (DPS) - Viestinnän ja markkinoinnin palveluhankinnat

Reference number: MML 12083/02 02/2023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Hankintasopimusten kohteena on viestintä- ja markkinointipalveluiden hankinta tarjouspyynnön ja sen liitteiden mukaisesti.

Tämä hankinta on tehty Hansel Oy:n perustaman dynaamisen hankintajärjestelmän "viestintä- ja markkinointipalvelut 2020-2026" sisäisenä kilpailutuksena.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 772 159,00 EUR

II.2. Description

II.2.1. Title

Markkinoinnin ja viestinnän suunnittelu ja toteutus (palvelualue 2 ja 3)

Lot No: 1.

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79310000 Market research services, 79342000 Marketing services, 79341400 Advertising campaign services, 79300000 Market and economic research; polling and statistics, 79632000 Personnel-training services

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Tämä sopimus koskee viestintä- ja markkinointipalvelut hankinnan osa-alueita 1: markkinoinnin ja viestinnän suunnittelu ja toteutus (palvelualue 2 ja 3).

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Optiokaudet ovat 01.12.2026-30.11.2027 ja 01.12.2027-30.11.2028. Maanmittauslaitos ilmoittaa option käytöstä ja määrästä viimeistään 01.03.2026.

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

Viestinnän ja markkinoinnin konsultointi (palvelualue 1)

Lot No: 2.

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79310000 Market research services, 79342000 Marketing services, 79300000 Market and economic research; polling and statistics, 79341400 Advertising campaign services, 79632000 Personnel-training services

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Tämä hankintasopimus koskee viestinnän ja markkinoinnin konsultointia (palvelualue 1)

II.2.5. Award criteria

Quality criterion - Name: Laatu, tarjottujen henkilöstöresurssien osaaminen ja kokemus hankinnan kohteesta / Weighting: 35

Price - Weighting: 65

II.2.11. Information about options

Options: yes

Description of options:

Optiokaudet ovat 01.12.2026-30.11.2027 ja 01.12.2027-30.11.2028. Maanmittauslaitos ilmoittaa option käytöstä ja määrästä viimeistään 01.03.2026.

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

Restricted procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 197-476104](#)

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

Lot No: 1.

Title:

Osa-alue 1: markkinoinnin ja viestinnän suunnittelu ja toteutus (palvelualue 2 ja 3)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: KMG Turku

National registration number: 1515023-9

Postal address: Rautakatu 6

Town: Turku

NUTS code: FI Suomi / Finland

Postal code: 20520

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 268 539,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2.

Title:

Osa-alue 2: viestinnän ja markkinoinnin konsultointi (palvelualue 1)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: Ellun Kanat Oy

National registration number: FI22012758

Postal address: Käenkuja 3a

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: 00500

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 503 620,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus

Postal address: Radanrakentajantie 5

Town: Helsinki

Postal code: 00520

Country: Finland

E-mail: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

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

VI.5. Date of dispatch of this notice

21/08/2023