

Estonia-Tallinn: Advertising and marketing services

OJ S 198/2021 12/10/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ettevõtluse Arendamise Sihtasutus

National registration number: 90006006

Postal address: Lasnamäe tn 2

Town: Tallinn

NUTS code: EE Eesti

Postal code: 11412

Country: Estonia

Contact person: ANNIKE VALLAU

E-mail: eas@eas.ee

Telephone: +372 58817024

Internet address(es):

Main address: <http://www.eas.ee>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/general-info>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/tenders>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Loov- ja digiturunduse täisteenus ettevõtluse ja innovatsiooni keskusele

Reference number: 241138

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Käesoleva riigihanke eesmärgiks on leida partner, kes teostab loov-, digiturunduse ja müügitmaterjalide loomisega seotuid teenuseid. Detailne hankelepingu eseme tehniline kirjeldus on ära toodud RHAD lisas 1 „Tehniline kirjeldus“.

II.1.5. Estimated total value

Value excluding VAT: 850 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: EE Eesti

Main site or place of performance: Turundusvaldkonna ja digiturunduse tegevuste läbiviimine nii Eestis, kui mujal riikides.

II.2.4. Description of the procurement

Käesoleva riigihanke eesmärgiks on leida partner, kes teostab loov-, digiturunduse ja müügitmaterjalide loomisega seotuid teenuseid. Detailne hankelepingu eseme tehniline kirjeldus on ära toodud RHAD lisas 1 „Tehniline kirjeldus“.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Esimene töö „Messi Biofach 2022 digiturunduse kampaania“ / Weighting: 55.0

Cost criterion - Name: Disainimise tunnihind / Weighting: 4.0

Cost criterion - Name: Projektijuhtimise tunnihind / Weighting: 5.0

Cost criterion - Name: Strateegia väljatöötamise tunnihind / Weighting: 4.0

Cost criterion - Name: Meediaplaneerimise ja analüüsiga seotud tegevuste tunnihind / Weighting: 4.0

Cost criterion - Name: Videotööstustegevuste tunnihind / Weighting: 4.0

Cost criterion - Name: Tekstide toimetamise ja keelelise korrektoori tunnihind / Weighting: 4.0

Cost criterion - Name: LinkedIn kampaania tutvustuse läbiviimise tunnihind / Weighting: 4.0

Cost criterion - Name: Loovlahenduse väljatöötamise tunnihind / Weighting: 4.0

Cost criterion - Name: Loovkirjutamise tunnihind / Weighting: 4.0

Cost criterion - Name: Digiturundustegevuste tunnihind / Weighting: 4.0

Cost criterion - Name: Digiturunduse strateegia väljatöötamise tunnihind / Weighting: 4.0

II.2.6. Estimated value

Value excluding VAT: 850 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11.

Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Erinevad projektid, Euroopa Regionaalarengu Fond

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Vaata hankepassist <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/procurement-passport> või alusdokumendist <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/documents?group=B>

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Vaata hankepassist <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/procurement-passport> või alusdokumendist <https://riigihanked.riik.ee/rhr-web/#/procurement/3653436/documents?group=B>

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/11/2021 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Estonian, English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7.

Conditions for opening of tenders

Date: 10/11/2021 Local time: 11:00

Place:

Riigihangete register

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Riigihange ei ole ühe menetluse raames osadeks jaotatud, sest raamlepingu esemeks on funktsionaalselt koos toimivad ja sama eesmärgi saavutamiseks vajalikud teenused. Arvestades, et digiturundus- ja loovteenustega seotud tegevusi ja kampaaniaid tuleb ellu viia sihtturgude üleselt ja/või mitmel sihtturul üheaegselt (so mitmel turul korraga samateemaline kampaania), ei ole efektiivne teha igal sihtturul sama kampaania osas koostööd erineva partneriga. Hankija on arvestanud antud ärisektori toimimise loogika ja iseärasustega. Hanke eesmärgiks on ühtne teenindamine erinevatel sihtturgudel, seetõttu ei ole hanke osadeks jaotamine hanke eset ja eesmärki arvestades otstarbekas. Hanke eesmärgiks on tagada ettevõtluse ja innovatsiooni keskuse teemade ühtne kuvand, seetõttu ei ole hanke osadeks jaotamine hanke eset ja eesmärki arvestades otstarbekas (Täpsemalt RHAD p 1.6.)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

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

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

VI.5. Date of dispatch of this notice

07/10/2021