

Finland-Joensuu: Advertising and marketing services
OJ S 189/2022 30/09/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Pohjois-Karjalan hankintatoimi

National registration number: 0242746-2

Postal address: Linnunlahdentie 2

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80110

Country: Finland

Contact person: Päivi Halonen

E-mail: hankinta@jns.fi

Telephone: +358 133377433

Internet address(es):

Main address: <http://www.joensuu.fi/pohjois-karjalan-hankintatoimi>

I.1. Name and addresses

Official name: Joensuun kaupunki

National registration number: 0242746-2

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Pohjois-Karjalan koulutuskuntayhtymä, Riveria

National registration number: 0212371-7

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Karelia Ammattikorkeakoulu Oy

National registration number: 2454377-1

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Siun sote - Pohjois-Karjalan sosiaali- ja terveystalvelujen kuntayhtymä

National registration number: 2732095-2

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Business Joensuu Oy

National registration number: 2921270-1

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

Main address: <https://www.businessjoensuu.fi/>

I.1. Name and addresses

Official name: Pohjois-Karjalan maakuntaliitto

National registration number: 0927140-5

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

Main address: <http://www.pohjois-karjala.fi/>

I.1. Name and addresses

Official name: Itä-Suomen Liikuntaopisto Oy

National registration number: 0167924-6

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Puhas Oy

National registration number: 1067047-0

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Joensuun Yrityskiinteistöt Oy

National registration number: 0168064-2

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Saimaan Satamat Oy

National registration number: 2473936-0

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Joensuun Pysäköinti Oy

National registration number: 0347890-7

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

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

I.1. Name and addresses

Official name: Joensuun Kodit Oy

National registration number: 0168143-4

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

Main address: <https://www.joensuunkodit.fi/fi/>

I.1. Name and addresses

Official name: Opiskelija-asunnot Oy Joensuun Elli

National registration number: 0167853-4

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Country: Finland

E-mail: hankinta@jns.fi

Internet address(es):

Main address: <https://www.joensuunelli.fi/fi/>

I.2. Information about joint procurement

The contract involves joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Markkinointiviestinnän palvelut Joensuun seutu 2022 - 2024

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Monipuoliset markkinoinnin ja viestinnän palvelut hankinnassa mukana oleville yhteistyötahoille. Sopimuskausi on 1.11.2022 - 31.10.2024 + yhden (1) + yhden (1) vuoden optiomahdollisuus.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 200 000,00 EUR

II.2. Description

II.2.1. Title

1. Viestintä- ja markkinointipalveluiden/-tuotteiden sekä graafisten materiaalien suunnittelu ja toteutus (alv 0%)

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FI1D3 Pohjois-Karjala

II.2.4. Description of the procurement

Markkinointiviestinnän palvelut.

II.2.5. Award criteria

Quality criterion - Name: Työnäytteet / Weighting: 40

Price - Weighting: 60

II.2.11.

Information about options

Options: yes

Description of options:

Hankintaan sisältyy yhden (1) + yhden (1) vuoden optiomahdollisuus ajalle 1.11.2024 - 31.10.2025 ja 1.11.2025 - 31.10.2026.

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

3. Pienemmät videotuotannot (alv 0%)

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FI1D3 Pohjois-Karjala

II.2.4. Description of the procurement

Markkinointiviestinnän palvelut.

II.2.5. Award criteria

Quality criterion - Name: Työnäytteet / Weighting: 50

Price - Weighting: 50

II.2.11. Information about options

Options: yes

Description of options:

Hankintaan sisältyy yhden (1) + yhden (1) vuoden optiomahdollisuus ajalle 1.11.2024 - 31.10.2025 ja 1.11.2025 - 31.10.2026.

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

2. Digitaalinen markkinointi (alv 0%)

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FI1D3 Pohjois-Karjala

II.2.4. Description of the procurement

Markkinointiviestinnän palvelut.

II.2.5. Award criteria

Quality criterion - Name: Työnäytteet / Weighting: 45

Price - Weighting: 55

II.2.11. Information about options

Options: yes

Description of options:

Hankintaan sisältyy yhden (1) + yhden (1) vuoden optiomahdollisuus ajalle 1.11.2024 - 31.10.2025 ja 1.11.2025 - 31.10.2026.

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

4. Suuremmat videotuotantopalvelut

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FI1D3 Pohjois-Karjala

II.2.4. Description of the procurement

Markkinointiviestinnän palvelut.

II.2.5. Award criteria

Quality criterion - Name: Työnäytteet / Weighting: 50

Price - Weighting: 50

II.2.11. Information about options

Options: yes

Description of options:

Hankintaan sisältyy yhden (1) + yhden (1) vuoden optiomahdollisuus ajalle 1.11.2024 - 31.10.2025 ja 1.11.2025 - 31.10.2026.

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

5. Striimaukset ja webinaarien toteutukset (alv 0%)

Lot No: 5

II.2.2.

Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FI1D3 Pohjois-Karjala

II.2.4. Description of the procurement

Markkinointiviestinnän palvelut.

II.2.5. Award criteria

Quality criterion - Name: Työnäytteet / Weighting: 50

Price - Weighting: 50

II.2.11. Information about options

Options: yes

Description of options:

Hankintaan sisältyy yhden (1) + yhden (1) vuoden optiomahdollisuus ajalle 1.11.2024 - 31.10.2025 ja 1.11.2025 - 31.10.2026.

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**

Open procedure

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: [2022/S 073-195483](#)

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:

1. Viestintä- ja markkinointipalveluiden/-tuotteiden sekä graafisten materiaalien suunnittelu ja toteutus (alv 0%)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 25

Number of tenders received from SMEs: 24

Number of tenders received by electronic means: 25

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Hurry Oy

National registration number: 2195739-7

Postal address: Alasintie 1 lh 7

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80130

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kaski Creative Agency Oy

National registration number: 0207888-0

Postal address: Hämeenpuisto 29

Town: Tampere

NUTS code: FI197 Pirkanmaa

Postal code: 33299

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mainostoimisto Fabrik Oy

National registration number: 1059043-8

Postal address: Kauppakatu 17B, 4.krs

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80100

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Rookie Communications Oy

National registration number: FI27768503

Postal address: Vaskiportintie 7

Town: Kontioniemi

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80780

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tovari Oy
National registration number: 2624385-2
Postal address: Karjalankatu 1
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80200
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Viestintätoimisto Manifesto Oy
National registration number: FI16144631
Postal address: Salomonkatu 17 B
Town: Helsinki
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 00100
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 3**Title:**

3. Pienemmät videotuotannot (alv 0%)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 25
Number of tenders received from SMEs: 24
Number of tenders received by electronic means: 25
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: BrainyDay Visual Oy
National registration number: FI29253554
Postal address: Ylämyllyntie 62 B 7
Town: Ylämylly
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80400
Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mainostoimisto Fabrik Oy
National registration number: 1059043-8
Postal address: Kauppakatu 17B, 4.krs
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80100
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Rookie Communications Oy
National registration number: FI27768503
Postal address: Vaskiportintie 7
Town: Kontioniemi
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80780
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tmi Janne Käyhkö
National registration number: FI27794031
Postal address: Sepänkatu 29 C 41
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80100
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tovari Oy
National registration number: 2624385-2
Postal address: Karjalankatu 1
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80200
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

2. Digitaalinen markkinointi (alv 0%)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 25

Number of tenders received from SMEs: 24

Number of tenders received by electronic means: 25

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: doop dmp Oy

National registration number: 24007661

Postal address: Kauppiaskatu 5

Town: Turku

NUTS code: FI1C1 Varsinais-Suomi

Postal code: 20100

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Hurry Oy

National registration number: 2195739-7

Postal address: Alasintie 1 lh 7

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80130

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mainostoimisto Fabrik Oy

National registration number: 1059043-8

Postal address: Kauppakatu 17B, 4.krs

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80100

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tovari Oy

National registration number: 2624385-2

Postal address: Karjalankatu 1

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80200

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

4. Suuremmat videotuotantopalvelut

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 25

Number of tenders received from SMEs: 24

Number of tenders received by electronic means: 25

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: BrainyDay Visual Oy

National registration number: FI29253554

Postal address: Ylämyllyntie 62 B 7

Town: Ylämylly

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80400

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kaski Creative Agency Oy

National registration number: 0207888-0

Postal address: Hämeenpuisto 29

Town: Tampere

NUTS code: FI197 Pirkanmaa

Postal code: 33299

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mainostoimisto Fabrik Oy

National registration number: 1059043-8

Postal address: Kauppakatu 17B, 4.krs

Town: Joensuu

NUTS code: FI1D3 Pohjois-Karjala

Postal code: 80100
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Suunnittelutoimisto Vaganza
National registration number: 2508490-9
Postal address: Siltakatu 14 A 3
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80100
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tmi Janne Käyhkö
National registration number: FI27794031
Postal address: Sepänkatu 29 C 41
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80100
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 5

Title:

5. Striimaukset ja webinaarien toteutukset (alv 0%)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 25
Number of tenders received from SMEs: 24
Number of tenders received by electronic means: 25
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Osuuskunta Korpipaja
National registration number: 2210434-5
Postal address: Kuurnankatu 37

Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80130
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Torn-Filmi Oy
National registration number: FI31725629
Town: Nurmes
NUTS code: FI1D3 Pohjois-Karjala
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tovari Oy
National registration number: 2624385-2
Postal address: Karjalankatu 1
Town: Joensuu
NUTS code: FI1D3 Pohjois-Karjala
Postal code: 80200
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Valve Media
National registration number: FI26386909
Postal address: Malminkatu 28
Town: Helsinki
NUTS code: FI1B1 Helsinki-Uusimaa
Postal code: 00100
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 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: Sörnäistenkatu 1
Town: Helsinki
Postal code: 00580
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

26/09/2022