

Finland-Helsinki: Advertising and marketing services
OJ S 175/2023 12/09/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Helsingin Seudun Liikenne - kuntayhtymä

National registration number: 2274586-3

Postal address: Opastinsilta 6A, PL 100

Town: HSL

NUTS code: FI1B Helsinki-Uusimaa

Postal code: 00077

Country: Finland

E-mail: hankinnat@hsl.fi

Telephone: +358 94766444

Internet address(es):

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

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Helsingin seudun liikenteen markkinoinnin suunnittelu ja toteutus

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Helsingin seudun liikenne -kuntayhtymä (HSL) on kilpailuttanut markkinointitoimiston markkinointikampanjoiden ja niihin liittyvien aineistojen suunnitteluun ja toteutukseen.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 400 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: FI1B Helsinki-Uusimaa

II.2.4. Description of the procurement

Ks. II.1.4) Lyhyt kuvaus

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:
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: [2022/S 093-257781](#)

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 periodic indicative notice

Section V: Award of contract

Title:

Helsingin seudun liikenteen markkinoinnin suunnittelu ja toteutus

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/11/2022

V.2.2. Information about tenders

Number of tenders received: 19

Number of tenders received from SMEs: 18

Number of tenders received by electronic means: 19

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Wörks Oy

National registration number: FI31611904

Town: Helsinki

NUTS code: FI1B Helsinki-Uusimaa

Country: Finland

The contractor is an SME: yes

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

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

07/09/2023