

**Denmark-Copenhagen: Advertising and marketing services**

OJ S 227/2020 20/11/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: VisitDenmark

National registration number: 33055331

Postal address: Islands Brygge 43, 3.

Town: Copenhagen S

NUTS code: DK01 Hovedstaden

Postal code: 2300

Country: Denmark

Contact person: Maria Matzen

E-mail: [maria.matzen@twobirds.com](mailto:maria.matzen@twobirds.com)**Internet address(es):**Main address: <https://www.ethics.dk/ethics/eo#/d74215b1-4090-4afa-b3c3-485b9fabf8b4/homepage>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.ethics.dk/ethics/eo#/d74215b1-4090-4afa-b3c3-485b9fabf8b4/publicMaterial>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.ethics.dk/ethics/eo#/d74215b1-4090-4afa-b3c3-485b9fabf8b4/homepage>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.ethics.dk/ethics/eo#/d74215b1-4090-4afa-b3c3-485b9fabf8b4/homepage>**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Procurement of Strategic and Creative Lead-bureau Services

### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

VisitDenmark seeks a strategic and creative lead agency that

— based on the agency's extensive market and business area knowledge, experience and ability to analyze data can assist with further development of the brand position for Denmark;

— based on this position can further develop the strategically overarching communication concept for the whole of Denmark. A concept that embraces all leisure and business event areas and can be targeted and performed in all priority markets in the form of successful and value-creating market communication through all channels; and

— which can translate the position and the overarching communication concept into transnational marketing campaigns in collaboration with VisitDenmark and partners consisting of Denmark's leading tourism partners.

VisitDenmark is thus searching for a strong agency which with strategic understanding, experience and creativity can become a creative lead in the development of the future marketing of Denmark internationally.

### **II.1.5. Estimated total value**

Value excluding VAT: 2 750 000,00 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, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: DK01 Hovedstaden

Main site or place of performance: Main site of performance is dependent on the winning tenderer.

### **II.2.4. Description of the procurement**

The task of VisitDenmark is to market Denmark as a travel destination resulting in more international tourists obtaining greater knowledge of Denmark and a greater desire to travel here. The marketing effort focuses on three areas of business: coastal and nature tourism, citybreaks and business events. VisitDenmark works currently on 10 prioritized markets: Germany, Norway, Sweden, the Netherlands, Great Britain, Italy, France, the United States, China and India.

The strategy of VisitDenmark – Smart tourism – is about strengthening the knowledge of and desire to travel to Denmark. The prerequisite for this to succeed is for VisitDenmark to continuously develop and perform campaigns with a common headline – 'Denmark' – ensuring synergy across business areas and prioritized markets. With the same position and pledge of brand VisitDenmark shall be capable of communicating both Denmark's metropolitan destinations and coastal and nature product on all markets.

The services of the framework agreement cover the VisitDenmark's need for a strategic and creative lead agency to provide strategic advice, creative ideas and concepts in connection with the marketing of Denmark within the customer's markets: Norway, Sweden, Germany, the Netherlands, the United Kingdom, France, Italy and the USA.

During the period 2021-2025, VisitDenmark expects a total media consumption of up to EUR 2 100 000, allocating an amount of EUR 400 000-EUR 700 000 annually. The customer has within the estimated value of the framework agreement in section II.1.5) and II.2.6) made allowance for a safety margin of EUR 650 000. It is expected that the supplier performs 3-4 tasks per year, each of which is assumed to have a value of approx. EUR 100 000-150 000. In addition, there is media purchase. The total budget may vary from year to year.

VisitDenmark may decide that the supplier shall find the relevant subcontractors for the production and execution of the developed campaigns, but the customer may also choose to conduct these purchases oneself or through other channels. The supplier may not enter into an agreement with subcontractors without a prior agreement with VisitDenmark.

The required services and tasks may vary in size and scope, from larger tasks to a single activity, or cover advice on a specific issue.

Examples of services and tasks:

- advice and coaching on the further development of the DNA of the Denmark Brand, manifesto, visual expression and graphic guidelines;
- development of a brand book for VisitDenmark and our partners in the Danish tourism industry;
- ensuring the brand's relevance across VisitDenmark's priority markets;
- development and organization of the Denmark campaign, including development of the idea concept, campaign concept and draft suggestions for content;
- creative support/responsibility in connection with the briefing and management of production agencies;
- guidelines for VisitDenmark's content team regarding campaign execution;
- continuous exchange of ideas with VisitDenmark's brand managers;
- development workshops, where market data, insights and new trends are discussed as a starting point for campaign development.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 2 750 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

The duration of the framework agreement includes an option for renewal by 2 x 12 months.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

The limitation of candidates will be based on an evaluation of which candidates have documented the most relevant previous deliveries compared to elements described in section II.1.4) and II.2.4). The evaluation of this will be made based on the information of technical ability described in section III.1.3).

In the evaluation references showing previous experience with the following elements will be weighted positively:

I. Performing the role of creative lead agency/office within tourism, travel and/or lifestyle brand for global customers comparable to VisitDenmark across a minimum of five markets, but preferably more. VisitDenmark works on 10 markets.

II. Experience with development and positioning of international travel and/or lifestyle brands and campaigns.

III. Experience working with different cultures, including cultural adaption of communication and messages.

IV. Experience through multiannual of strategic collaborations to have developed customer's brand position, which are comparable to VisitDenmark.

In the evaluation, the contracting authority prioritizes references demonstrating experience with a combination of all the elements in (I) - (IV) within the same reference, and in second priority references demonstrating as many of the elements (I) – (IV) as possible.

The references must have been carried out within the past 3 years.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

The duration of the framework agreement cf. II.2.7) includes an option for renewal by 2 x 12 months.

#### **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**

VisitDenmark has decided not to divide the framework agreement into lots since VisitDenmark only needs one lead agency with the strategic and creative responsibility.

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

The candidate must submit information on the following economic key figures regarding economic and financial standing, cf. section 142 in the Danish Public Procurement Act (ESPD part IV, section B):

- 1) The candidate's Equity for the last audited financial year;
- 2) Profit before Tax for the last audited financial year.

Minimum level(s) of standards possibly required:

- 1) The candidate must have achieved a positive Equity in the last audited financial year;
- 2) The candidate must have achieved a positive Profit before Tax in the last audited financial year.

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- 1) The candidate must state the following information regarding technical and professional ability, cf. section 143 in the Danish Public Procurement Act (ESPD part IV, section C):
  - performing the role of creative lead agency/office within tourism, travel and/or lifestyle brand for global customers across markets;
  - experience with development and positioning of international travel and/or lifestyle brands and campaigns;
  - experience working with different cultures, including cultural adaption of communication and messages;
  - experience through multiannual of strategic collaborations to have developed customer's brand position.

The references must have been carried out within the past 3 years.

Each reference should preferably include the following information:

- a description of the delivery;
- the estimated contract sum;
- start and end date;
- the contracting authority.

The candidate must deliver a maximum of 5 references. If the candidate delivers more than 5 references, only the first 5 references will be taken into account. The order of the references will be based on the time of submission of the ESPD in Ethics. This applies regardless of whether the candidate participates solely, as a consortium or relies on the capacity of other entities.

- 2) Furthermore, the candidate must provide information on the company's number of employees in the last audited financial year. The information shall be stated in the European Single Procurement Document, Part IV.C 'Average annual manpower'.

Minimum level(s) of standards possibly required:

- 1) The candidate must deliver a minimum of 1 reference carried out within the last 3 years regarding the performance of being a creative lead agency/office within tourism, travel and/or lifestyle brand for global customers across a minimum of five markets.
- 2) The candidate must as a minimum have 20 employees in the last audited financial year.

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

#### **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.1.5. Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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: 17/12/2020 Local time: 12:00

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

Date: 08/01/2021

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

English

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

Duration in months: 6 (from the date stated for receipt of tender)

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

#### **VI.3. Additional information**

Candidates who wish to participate in this procurement process must fill in the ESPD via Ethics.dk. The ESPD is available on Ethics at the URL stated in Section I.3) of this contract notice together with the rest of the procurement documents. The ESPD should be completed via Ethics. Complete the ESPD with the information specified in the contract notice, including Part II.A, II.B, II.C, III.A, III.B, III.C, IV.B and IV.C.

Note that the candidate must submit several ESPDs, if the candidate forms an association of companies or is based on the capacity of other economic operators.

Candidates must in the ESPD fill in the following:

- the name;
- VAT/CVR number;
- postal address;
- contact person;
- whether the candidate is a micro-enterprise, small or medium- sized enterprise; and
- whether the candidate participates in the procurement procedure with others (ESPD Part II. A).

The candidate must provide the information requested in Section III: Legal, economic, financial and technical information.

The candidate must confirm that:

- the candidate is not covered by the compulsory exclusion grounds in sections 135 and 136 of the Danish Public Procurement Act (ESPD Part III, paragraphs A, B and C);
- in addition, the candidate must confirm that the candidate is not covered by the voluntary exclusion grounds in section 137 subsection 1 and 2 of the Danish Public Procurement Act (ESPD Part III, Section C).

The requested information forms the basis of the contracting authority's assessment of whether the candidate is suitable for carrying out the scope of supply and furthermore which candidates are invited to submit a tender.

If the candidate participates in the procurement procedure with others, in particular as part of a group, consortium, joint venture or the like, all affected participants must submit a separate ESPD. All required information under Part III must be provided for each participant in the consortium. In connection with the suitability assessment, however, it will be the consortium's overall suitability that is assessed. If the required information is not provided by all consortium participants, the offer is not necessarily non-compliant, but it may affect the suitability assessment. In addition, each participant in the individual ESPD must indicate the role of the economic operator in the group, the other economic operators participating in the procedure and, where appropriate, the name of the participating group (ESPD Part II.A). If the candidate

is unable to meet the requirements of financial and economic and/or technical and professional capacity, the candidate may rely on the financial and economic and/or technical and professional capacity of other entities. In this case, any subcontractors of the candidate must also enclose a separate ESPD with completed Part II, sections A and B and Part III duly completed by the entities concerned (ESDP Part II, Section C). In connection with the suitability assessment, it will be the total suitability that is assessed, including by combining key figures.

The candidate can only submit one application for pre-qualification. If the same legal entity is part of or otherwise participates in several applications, e.g. submitting its own application, but at the same time being a participant in consortium or the like applying, the candidate must ensure that the participation of the same legal entity does not entail the possibility of mutually influencing the content of the various tenderers' offers. Application for pre-qualification must be submitted electronically to Ethics, cf. section I.3) of the contract notice.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Complaint Board of Public Procurement

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: [kflu@naevneneshus.dk](mailto:kflu@naevneneshus.dk)

Telephone: +45 72405600

Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

According to the Danish Act on the Complaints Board for Procurement, etc. (LBK No 593 of 2 June 2016), the following deadlines apply for submission of complaint:

Complaints about not being pre-qualified must be submitted to the Complaints Board for Procurement within 20 calendar days from the day after the day on which the contracting authority has sent a notification to the affected candidates about who has been pre-qualified if the notification has stated a brief account of the relevant reasons for the decision, cf. § 7(1) of the said act.

— Complaints about the award of the framework agreement must be made to the Complaints Board within 6 months after the award of the framework agreement.

The complainant must inform the contracting authority of the complaint in writing at the latest simultaneously.

With the lodge of the complaint to The Complaints Board for Public Procurement stating whether the complaint has been lodged in the standstill period, cf. § 6(4) of the Act on The Complaints Board for Public Procurement. If the complaint has not been lodged in the standstill period, the complainant must also state whether it is requested that the appeal is granted delaying effect, cf. § 12(1) of the said Act.

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

Official name: Danish Competition and Consumer Authority

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

Internet address: [www.kfst.dk](http://www.kfst.dk)

**VI.5. Date of dispatch of this notice**

16/11/2020