

Finland-Helsinki: Advertising and marketing services
OJ S 195/2023 10/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Business Finland Oy
National registration number: 2725690-3
Postal address: PL 358
Town: HELSINKI
NUTS code: FI1B Helsinki-Uusimaa
Postal code: 00181
Country: Finland
E-mail: kirjaamo@businessfinland.fi
Internet address(es):
Main address: <https://www.businessfinland.fi/>

I.4. Type of the contracting authority

Other type: Valtion omistama yhtiö

I.5. Main activity

Other activity: Muu liikkeenjohdon konsultointi

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Business Finland Oy - Viestintä- ja markkinointipalvelut 2020-2026 (DPS) - Luokka 2 -
Kvartaaliraportointipalvelu
Reference number: BFOY/9/27/2023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Hankinnan kohteena oli mediaseurannan asiantuntijapalveluna tuotettava kvartaaliraportointipalvelu.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 126 000,00 EUR

II.2. Description

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, 79430000 Crisis management services, 79800000 Printing and related services, 79950000 Exhibition, fair and congress organisation services, 92100000 Motion picture and video services, 79632000 Personnel-training services, 39294100 Information and promotion products, 48500000 Communication and multimedia software package, 48000000 Software package and information systems, 73110000 Research services, 72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Tarjouspyyntö perustui Hansel Oy:n Viestintä- ja markkinointipalvelut 2020-2026 (DPS) -dynaamiseen hankintajärjestelmään. Dynaamisen hankintajärjestelmän sisäinen kilpailutus tehtiin luokassa 2 "Erillispalvelut".

Hankinnan kohteena oli mediaseurannan asiantuntijapalveluna tuotettava kvartaaliraportointipalvelu. Kilpailutus koski sopimuskautta. Hankintasopimus allekirjoitettiin 4.10.2023. Sopimuskausi päättyy 30.11.2028.

II.2.5. Award criteria

Quality criterion - Name: Laadullinen vertailuperuste: Työnäyte / Weighting: 30
Price - Weighting: 70

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: [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

Contract No: 09/27/2023

Title:

Kvartaaliraportointipalvelu

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/10/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Retriever Suomi Oy

National registration number: 27705617

Postal address: Kalevankatu 20

Town: Helsinki

NUTS code: FI1B1 Helsinki-Uusimaa

Postal code: 00100

Country: Finland

Internet address: <https://www.retriever.fi>

The contractor is an SME: yes

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

Total value of the contract/lot: 126 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

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

05/10/2023