

**Finland-Helsinki: Advertising and marketing services**  
**OJ S 238/2021 08/12/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: AEL-Amiedu Oy  
National registration number: 3008326-5  
Postal address: Valimotie 8  
Town: Helsinki  
NUTS code: FI1 Manner-Suomi  
Postal code: 00380  
Country: Finland  
Contact person: Arja Rönkkö  
E-mail: [arja.ronkko@taitotalo.fi](mailto:arja.ronkko@taitotalo.fi)  
Telephone: +358 207461320  
**Internet address(es):**  
Main address: <http://www.taitotalo.fi>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Mainos- ja mediatoimistopalvelut

**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 ovat mainos- ja mediatoimistopalvelut.  
Hankinnan toteuttajaksi valittiin yksi (1) Palveluntuottaja. Hankintasopimuksen kesto on kolme (3) vuotta. Hankintasopimusta voidaan jatkaa yhdellä (1) vuoden kestoisella optiokaudella.

**II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 442 200,00 EUR

#### **II.2. Description**

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

NUTS code: FI1 Manner-Suomi

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

Kts. kohta II.1.4.

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

Quality criterion - Name: Laatu / Weighting: 40

Price - Weighting: 60

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

Options: yes

Description of options:

Lisähankintamahdollisuudet oli kuvattu tarjouspyynnössä.

##### **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**

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

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

Open 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: [2021/S 121-319568](#)

###### **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**

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##### **Title:**

Mainos- ja mediatoimistopalvelut

A contract/lot is awarded: yes

##### **V.2. Award of contract**

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

15/11/2021

**V.2.2. Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 9

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

**V.2.3. Name and address of the contractor**

Official name: OSG Agency Oy

National registration number: 1808019-2

Town: Helsinki

NUTS code: FI1 Manner-Suomi

Country: Finland

The contractor is an SME: yes

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

Total value of the contract/lot: 442 200,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**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](mailto:markkinaoikeus@oikeus.fi)

Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

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

03/12/2021