

Call for tenders: International PR Agency Services for the City of Helsinki H003-21 / HEL 2021-006441

Comparison of tenders (appendix 1)

| Theme                                       | Tenderers | Quality points    | Total price points       | Total score  | Ranking    | Chosen as Service provider |
|---|-----------|-------------------|--------------------------|--------------|------------|----------------------------|
| Theme 3: Travel and Urban Culture           | Citizen   | 50p = <b>50</b>   | 73807.00e = <b>7.91</b>  | <b>57.91</b> | Ranking 2. |                            |
|   | ING Media | 70p = <b>70</b>   | 19450.00e = <b>30</b>    | <b>100</b>   | Ranking 1. | X                          |
| Theme 4: Liveability - A City for Good Life | CAMRON PR | 65p = <b>70</b>   | 25950.00e = <b>30</b>    | <b>100</b>   | Ranking 1. | X                          |
|   | Citizen   | 35p= <b>37.69</b> | 73807.00e = <b>10.55</b> | <b>48.24</b> | Ranking 2. |                            |

The tenderer with the best quality points shall receive 70 points per section. The points for the other tenderers shall be relative to the points of the tenderer with the highest quality points according to the following formula: (received quality points / highest quality points) \* maximum points.

The tenderer with the lowest bid shall receive 30 points per section. The points for the other tenderers shall be relative to the points of the tenderer with the lowest bid according to the following formula: (value of lowest bid / value of tendered bid) \* maximum points.