

Belgium-Brussels: Market and economic research; polling and statistics

OJ S 1/2023 02/01/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Loterie Nationale S.A. de droit public

National registration number: 0223.967.357_150

Postal address: rue Belliard 25-33

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1040

Country: Belgium

Contact person: Service Procurement

E-mail: didier.revelard@loterie-nationale.be

Telephone: +32 22384622

Internet address(es):Main address: www.loterie-nationale.beAddress of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=468650>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

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

Réalisation d'études de marché 2022 – 2026 : 3 lots

Reference number: LN-FIN/PRO/2022/18-F03_0

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent accord-cadre porte sur la réalisation d'études de marché concernant les lots suivants :

- Lot 1: Monitoring mensuel de l'évolution des différents jeux de la Loterie Nationale – étude quantitative
- Lot 2 : Post tests de campagnes publicitaires – étude quantitative
- Lot 3: Pre/Post - tests de campagnes publicitaires – étude qualitative

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 400 000,00 EUR

II.2. Description

II.2.1. Title

Lot 1: Monitoring mensuel de l'évolution des différents jeux de la Loterie Nationale – étude quantitative

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services, 79311000 Survey services, 79312000 Market-testing services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79342310 Customer survey services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Lot 1: Monitoring mensuel de l'évolution des différents jeux de la Loterie Nationale – étude quantitative

II.2.5. Award criteria

Quality criterion - Name: Méthodologie (exercice concret) / Weighting: 20

Quality criterion - Name: Valeur ajoutée (exercice concret) / Weighting: 25

Quality criterion - Name: Timing (exercices standards) / Weighting: 15

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Lot 2 : Post tests de campagnes publicitaires – étude quantitative

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services, 79311000 Survey services, 79312000 Market-testing

services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79342310 Customer survey services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Lot 2 : Post tests de campagnes publicitaires – étude quantitative

II.2.5. Award criteria

Quality criterion - Name: Méthodologie (exercice concret) / Weighting: 20

Quality criterion - Name: Valeur ajoutée (exercice concret) / Weighting: 25

Quality criterion - Name: Timing (exercices standards) / Weighting: 15

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Lot 3: Pre/Post - tests de campagnes publicitaires – étude qualitative

Lot No: 3

II.2.2. Additional CPV code(s)

79310000 Market research services, 79311000 Survey services, 79312000 Market-testing services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79342310 Customer survey services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Lot 3: Pre/Post - tests de campagnes publicitaires – étude qualitative

II.2.5. Award criteria

Quality criterion - Name: Méthodologie (exercice concret) / Weighting: 20

Quality criterion - Name: Valeur ajoutée (exercice concret) / Weighting: 25

Quality criterion - Name: Timing (exercices standards) / Weighting: 15

Price - Weighting: 40

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

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 099-274466](#)

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: FIN/PRO/2022/18

Lot No: 1

Title:

Monitoring mensuel de l'évolution des différents jeux de la Loterie Nationale – étude quantitative

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/12/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: KANTAR BELGIUM NV

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 440 000,00 EUR

Total value of the contract/lot: 440 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FIN/PRO/2022/18

Lot No: 2

Title:

Post tests de campagnes publicitaires – étude quantitative

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/12/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: KANTAR BELGIUM NV

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 440 000,00 EUR

Total value of the contract/lot: 440 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FIN/PRO/2022/18

Lot No: 3

Title:

Pre/Post - tests de campagnes publicitaires – étude qualitative

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/12/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: EGERIE RESEARCH SRL

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1050

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 140 000,00 EUR

Total value of the contract/lot: 140 000,00 EUR

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

VI.3. Additional information

Ceci est un avis de marché attribué !

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Telephone: +32 22349611

Internet address: www.conseil-etat.be

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

15 jours : demande de suspension contre la décision motivée commentée

60 jours : recours en annulation

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

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Telephone: +32 22349611

Internet address: www.conseil-etat.be

VI.5. Date of dispatch of this notice

28/12/2022