

Netherlands-The Hague: Advertising and marketing services
OJ S 1/2020 02/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Nederlandse Veteranendag

National registration number: 481814737

Postal address: Van Alkemadeaan 786

Town: Den Haag

NUTS code: NL Nederland

Postal code: 2597 BC

Country: Netherlands

Contact person: Richard Kloosterman

E-mail: tenderdesk@probid.nl

Telephone: +31 387110339

Internet address(es):

Main address: <http://www.veteranendag.nl>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Organiseren jaarlijkse Nederlandse Veteranendag

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ontwikkelen, schrijven en mede uitvoeren van het media- en publiciteitsplan

Reference number: RK.850317-300919/EG

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Het ontwikkelen, schrijven en mede uitvoeren van het media- en publiciteitsplan, ten behoeve van de publiciteitscampagne 2020 van de Nederlandse Veteranendag. Mogelijk ook voor de jaren 2021 en 2022.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 173 760,00 EUR / Highest offer: 216 360,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De aanbestedende dienst wenst een leverancier te contracteren die gedurende de contractperiode samengewerkt met het campagneteam van de Nederlandse Veteranendag en in het bijzonder met de woordvoerder/coördinator publiekscampagne en educatie. Daarbij wordt van de opdrachtnemer een volwaardige, coöperatieve en flexibele inbreng verwacht. Gedurende de contractperiode moeten samen met het campagneteam diverse activiteiten worden verricht (zie hiervoor het aanbestedingsdocument).

II.2.5. Award criteria

Quality criterion - Name: Plan van Aanpak / Weighting: 45

Quality criterion - Name: Presentatie en motivatie PvA / Weighting: 15

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Verlengingsjaren na reguliere periode van 1 jaar (2020).

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

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: [2019/S 159-392927](#)

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: 1

Title:

Ontwikkelen, schrijven en mede uitvoeren van het media- en publiciteitsplan

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2019

V.2.2. Information about tenders

Number of tenders received: 3

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: BKB

National registration number: 34158396

Postal address: Westerstraat 252–254

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1015 MT

Country: Netherlands

E-mail: info@bkb.nl

Telephone: +31 205205280

Internet address: <http://www.BKB.nl>

The contractor is an SME: yes

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

Lowest offer: 173 760,00 EUR / Highest offer: 216 360,00 EUR taken into consideration

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: Rechtbank Den Haag

Town: Den Haag

Country: Netherlands

E-mail: info.gerechtshofdenhaag@rechtspraak.nl

Internet address: <https://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

20 dagen na dagtekening van de brief waarin namens de aanbestedende dienst de betreffende beslissing wordt meegedeeld.

VI.5. Date of dispatch of this notice

30/12/2019