

Netherlands-The Hague: Advertising and marketing services
OJ S 17/2015 24/01/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: Den Haag

Postal code: 2513 AH

Country: Netherlands

Contact person: DPC Publiceren

E-mail: traffic@minaz.nl

Internet address(es):

General address of the contracting authority: www.rijksoverheid.nl/dpc

Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=50238>

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Grote campagnes Rijksoverheid (Ea0031).

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Nederland.

NUTS code NL Nederland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

De opdracht omvat de volgende dienstverlening:

— ontwikkeling (strategie en concept) en/of uitwerking van campagnes in de categorie „groot” volgens aanmelding bij DPC. Het mediabudget van deze campagnes ligt boven de 500 000 EUR inclusief btw per jaar en/of er is sprake van de inzet van televisiecommercials;

- ontwikkeling (strategie en concept) en/of uitwerking van „koepels”;
- ontwikkeling (strategie en concept) en/of uitwerking van een samenvoeging van campagnes (of een koepel en campagnes) waaronder ten minste 1 campagne in de categorie „groot”.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341000 Advertising services, 79342000 Marketing services, 79341400 Advertising campaign services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

Ea0031

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 76-131956](#) of 17.4.2014

Section V: Award of contract

Contract No: 1

Lot title: Grote campagnes Rijksoverheid (Ea0031)

V.1. Date of conclusion of the contract

20.11.2014

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: KesselsKramer

National registration number: 33276246

Postal address: Postbus 10007

Town: Amsterdam
Postal code: 1001 EA
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Grote campagnes Rijksoverheid (Ea0031)

V.1. Date of conclusion of the contract

20.11.2014

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: UbachsWisbrun/JWT VOG hodn JWT Amsterdam
National registration number: 34269916
Postal address: Postbus 904
Town: Amsterdam
Postal code: 1000 AX
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Grote campagnes Rijksoverheid (Ea0031)

V.1. Date of conclusion of the contract

20.11.2014

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Roorda Reclamebureau i.c.m. Tabula Rasa
National registration number: 33248672
Postal address: Postbus 94324
Town: Amsterdam
Postal code: 1090 GH
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Grote campagnes Rijksoverheid (Ea0031)

V.1. Date of conclusion of the contract

20.11.2014

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Publicis

National registration number: 33102337

Postal address: Postbus 205

Town: Amstelveen

Postal code: 1180 AE

Country: Netherlands

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

22.1.2015