

**Belgium-Brussels: Advertising and marketing services**  
**OJ S 14/2018 20/01/2018**  
**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: Bibliothèque royale de Belgique

Postal address: Boulevard de l'Empereur 4

Town: Bruxelles

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

Contact person: Joachim Spyns

E-mail: [joachim.spyns@kbr.be](mailto:joachim.spyns@kbr.be)

Telephone: +32 25195597

**Internet address(es):**

Main address: [www.kbr.be](http://www.kbr.be)

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=295856>

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

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

**I.5. Main activity**

Other activity: Établissement scientifique fédérale

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**Section II: Object**

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

**II.1.1. Title**

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique

Reference number: KBR-KBR-COMM-2017-01-F03\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 165 209,00 EUR

## **II.2. Description**

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

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

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

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique.

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

Quality criterion - Name: La qualité de la vision sur le marché et de l'approche créative /

Weighting: 35

Quality criterion - Name: La campagne et le plan d'approche / Weighting: 25

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**

Voir le cahier des charges pour toutes les informations.

## **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: [2017/S 184-377596](#)

#### **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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**Contract No:** KBR-COMM-2017-01

**Lot No:** 1

**Title:**

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique

A contract/lot is awarded: yes

**V.2. Award of contract**

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

18/12/2017

**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: Dyncomm SPRL

Town: Foy-Notre-Dame

NUTS code: BE351 Arr. Dinant

Postal code: 5504

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 165 209,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

Voir le cahier des charges pour des informations complémentaires.

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Conseil de l'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Telephone: +32 22349611

**VI.4.2. Body responsible for mediation procedures**

Official name: Politique scientifique fédérale

Postal address: Avenue Louise 231

Town: Bruxelles

Postal code: 1050

Country: Belgium

Telephone: +32 22383471

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

Official name: Politique scientifique fédérale

Postal address: Avenue Louise 231

Town: Bruxelles

Postal code: 1050

Country: Belgium

Telephone: +32 22383471

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

18/01/2018