

**Germany-Esslingen am Neckar: Advertising campaign services**

**OJ S 13/2023 18/01/2023**

**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: Hochschule Esslingen

Postal address: Kanalstr. 33

Town: Esslingen am Neckar

NUTS code: DE113 Esslingen

Postal code: 73728

Country: Germany

Contact person: Finanzen und Controlling

E-mail: [ausschreibung@hs-esslingen.de](mailto:ausschreibung@hs-esslingen.de)

Telephone: +49 711397-3610

Fax: +49 711397-3133

**Internet address(es):**

Main address: [www.hs-esslingen.de](http://www.hs-esslingen.de)

Address of the buyer profile: [www.hs-esslingen.de/hochschule/aktuelles/vergabe](http://www.hs-esslingen.de/hochschule/aktuelles/vergabe)

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationskampagne 2023-2024

Reference number: HSE-2022-0002

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Die Hochschule hat in der Kampagne Anzeigen mit Fotos und Kurzspots auf Instagram, Facebook und Tiktok (User Generated Content) sowie auf Google Ads (thematisch geclustert) geschaltet.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 480 000,00 EUR

## **II.2. Description**

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

NUTS code: DE113 Esslingen

Main site or place of performance: Hochschule Esslingen Kanalstr. 33 73728 Esslingen am Neckar Deutschland

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

Die Kommunikations-Kampagne soll über drei Semester (18 Monate) laufen und drei Peaks haben - jeweils vor den Bewerbungsschlüssen: zum Wintersemester 2023/24 (Bewerbungsschluss: 15.7.23), zum Sommersemester 2024 (Bewerbungsschluss: 15.1.24), zum Wintersemester 2024/25 (Bewerbungsschluss: 15.7.24). Auch die mögliche Verlängerung der Bewerbung durch Losverfahren soll berücksichtigt werden. 1. Finanzrahmen: 270.000 € netto gesamt für 3 Semester = 321.300 € brutto. 2. Optionaler 2. Finanzrahmen: 210.000 € netto gesamt für 3 Semester = 249.900 € brutto.

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

Price

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted 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 197-559978](#)

#### **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:** 1

**Title:**

Kommunikationskampagne 2023-2024

A contract/lot is awarded: yes

### V.2. Award of contract

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

09/01/2023

#### V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

#### V.2.3. Name and address of the contractor

Official name: sumner groh + compagnie Kommunikationsgesellschaft mbH & Co. KG

Postal address: Aulweg, 41b

Town: Gießen

NUTS code: DE72 Gießen

Postal code: 35392

Country: Germany

E-mail: [sumner@sumnergroh.com](mailto:sumner@sumnergroh.com)

Telephone: +49 641495500

Fax: +49 6414955015

Internet address: <https://www.sumnergroh.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 480 000,00 EUR

Total value of the contract/lot: 318 087,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Postal address: Durlacher Allee 100

Town: Karlsruhe  
Postal code: 76137  
Country: Germany

**VI.5. Date of dispatch of this notice**  
13/01/2023