

**Germany-Hamburg: Advertising and marketing services**  
**OJ S 16/2020 23/01/2020**  
**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: GKL Gemeinsame Klassenlotterie der Länder

Town: Hamburg

NUTS code: DE600 Hamburg

Country: Germany

E-mail: [vergabestelle@gkl.org](mailto:vergabestelle@gkl.org)

**Internet address(es):**

Main address: [www.gkl.org](http://www.gkl.org)

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

Other type: Eigenbetrieb

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Konzeption und Umsetzung von PR-Maßnahmen für Spielangebote der GKL Gemeinsame Klassenlotterie der Länder

Reference number: WPR-20190114-03\_2

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Der Auftraggeber möchte eine PR-Agentur für die Konzeption und Umsetzung von PR-Maßnahmen für die Spielangebote der GKL in Deutschland gewinnen.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 266 800,00 EUR

**II.2. Description**

## **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

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

NUTS code: DE600 Hamburg

Main site or place of performance: Überseering 4 22297 Hamburg Freie und Hansestadt

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

Der Auftraggeber möchte eine PR-Agentur für die Konzeption und Umsetzung von PR-Maßnahmen für die Spielangebote der GKL in Deutschland gewinnen.

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

Quality criterion - Name: Qualität / Weighting: 20

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Quality criterion - Name: Qualität / Weighting: 20

Quality criterion - Name: Qualität / Weighting: 20

Cost criterion - Name: Kosten / Weighting: 0

## **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**

Competitive procedure with negotiation

#### **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: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 069-162732](#)

#### **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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A contract/lot is awarded: yes

## **V.2. Award of contract**

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

19/11/2019

### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

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

Official name: Serviceplan Public Relations & Content GmbH & Co. KG

National registration number: HRA 88170

Postal address: Brienner Straße 45a-d

Town: Oberbayern

NUTS code: DE Deutschland

Postal code: 80333

Country: Germany

E-mail: [tender@serviceplan.de](mailto:tender@serviceplan.de)

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 266 800,00 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 bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

20/01/2020