

**Germany-Magdeburg: Advertising and marketing services**  
**OJ S 22/2016 02/02/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: IMG – Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH

Postal address: Am Alten Theater 6

Town: Magdeburg

Postal code: 39104

Country: Germany

For the attention of: Frau Bettina Quäschning

E-mail: [bettina.quaeschning@img-sachsen-anhalt.de](mailto:bettina.quaeschning@img-sachsen-anhalt.de)

Telephone: +49 391568-9999

Fax: +49 391568-9951

**Internet address(es):**

General address of the contracting authority: [www.investieren-in-sachsen-anhalt.de](http://www.investieren-in-sachsen-anhalt.de)

**I.2. Type of the contracting authority**

Regional or local authority

**I.3. Main activity**

Economic and financial affairs

Recreation, culture and religion

**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**

Vergabe von Kommunikationsleistungen für die Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG).

**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: Magdeburg.

NUTS code DEE03 Magdeburg, Kreisfreie Stadt

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

The procurement involves the establishment of a framework agreement

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

Vergabe von Kommunikationsleistungen für die Investitions- und Marketinggesellschaft

Sachsen-Anhalt mbH (IMG) in den Geschäftsfeldern Wirtschaftsförderung, Standortmarketing und Tourismusmarketing.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing 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**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Preis. Weighting 60

2. Qualität. Weighting 40

**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**

01-Kommunikation-2015

**IV.3.2. Previous publication concerning this procedure**

no

**Section V: Award of contract**

---

Contract No: 1

Lot title: Kommunikationsleistungen

**V.1. Date of conclusion of the contract**

22.12.2015

**V.2. Information about tenders**

Number of tenders received: 8

**V.3. Name and address of the contractor**

Official name: Media Consulta International Holding AG

Postal address: Wassergasse 3

Town: Berlin

Country: Germany

Telephone: +49 30650-000

Fax: +49 30650-00350

**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**

Official name: Vergabekammer beim Landesverwaltungsamt Sachsen-Anhalt  
Postal address: Ernst-Kamieth-Straße 2  
Town: Halle (Saale)  
Postal code: 06112  
Country: Germany  
Telephone: +49 345514-1536  
Fax: +49 345514-1115

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: Auf die Fristen zur Einlegung einer Rüge gemäß § 107 Abs. 3 Nr. 1-3 GWB wird hingewiesen. Insbesondere ist zu beachten, dass ein Nachprüfungsantrag unzulässig ist, wenn mehr als 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, vergangen sind (§ 107 Abs. 3 Nr. 4 GWB).

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

29.1.2016