

**Netherlands-Hilversum: Advertising campaign services**  
**OJ S 17/2022 25/01/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stichting Etherreclame  
National registration number: 361820382  
Postal address: Laapersveld 70  
Town: HILVERSUM  
NUTS code: NL Nederland  
Postal code: 1213VB  
Country: Netherlands  
Contact person: Sabrine van Lierop  
E-mail: [inkoop@ster.nl](mailto:inkoop@ster.nl)  
Telephone: +31 356725500  
**Internet address(es):**  
Main address: <http://www.ster.nl>

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

Body governed by public law

**I.5. Main activity**

Other activity: Verkoop van reclameruimte op de kanalen van de Nederlandse publieke omroep

---

**Section II: Object**

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

**II.1.1. Title**

Reclamebureau ten behoeve van de Corporate Campagne van Ster  
Reference number: 2021-4189

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het doel van deze aanbesteding is om te komen tot een raamovereenkomst met één opdrachtnemer, te weten een reclamebureau, voor het uitvoeren van de Ster Corporate Campagne. De beoogte ingangsdatum van de overeenkomst is 12 januari 2022.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 400 000,00 EUR

## **II.2. Description**

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

NUTS code: NL327 Het Gooi en Vechtstreek

Main site or place of performance: Hilversum

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

Euro 400.000,-

De raming van de waarde van de opdracht is gebaseerd op onze huidige situatie. U kunt aan deze raming geen rechten ontleen.

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

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

### **II.2.11. Information about options**

Options: yes

Description of options:

Niet van toepassing

### **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**

---

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

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

Open 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: [2021/S 208-544799](#)

#### **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**

---

Contract No: 1

**Title:**

Reclamebureau ten behoeve van de Corporate Campagne van Ster

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/01/2022

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

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

Official name: FCB Netherlands B.V.

National registration number: 33102127

Postal address: Wibautstraat 224

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1097 DN

Country: Netherlands

E-mail: [info@fcb-amsterdam.nl](mailto:info@fcb-amsterdam.nl)

Telephone: +31 205731111

Internet address: <http://www.fcb-amsterdam.nl>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 400 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

---

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Rechtbank Midden-Nederland

Postal address: Vrouwe Justitiaplein 1

Town: Utrecht

Postal code: 3511 EX

Country: Netherlands

E-mail: [civiel.rb-mnl.utrecht@rechtspraak.nl](mailto:civiel.rb-mnl.utrecht@rechtspraak.nl)

Telephone: +31 883611771

Fax: +31 883610460

Internet address: <https://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Midden-Nederland>

**VI.5.**

**Date of dispatch of this notice**

20/01/2022