

Netherlands-The Hague: Advertising consultancy services
OJ S 18/2022 26/01/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hoger Beroepsonderwijs Haaglanden

Postal address: Johanna Westerdijkplein 75

Town: Den Haag

NUTS code: NL33 Zuid-Holland

Postal code: 2521 EN

Country: Netherlands

Contact person: M. Tetteroo senior inkoopadviseur

E-mail: m.tetteroo@hhs.nl

Internet address(es):

Main address: <http://www.dehaagsehogeschool.nl/>

Address of the buyer profile: <http://www.dehaagsehogeschool.nl/>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Europese Aanbesteding Branding 2 Percelen , Perceel 1 Positionering, Perceel 2. Campagne
Concept Ontwikkeling

Reference number: EA-2021-MT

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Perceel 1. Positionering

De Haagse Hogeschool zoekt een Inschrijvende partij die als partner ons ondersteunt bij strategische vraagstukken rondom positionering en branding.

Perceel 2. Campagne Concept Ontwikkeling

De Haagse Hogeschool zoekt een Inschrijvende partij die advies geeft over de concepten van onze campagne en die helpt met de ontwikkeling van het concept naar de uitwerking in beeld en tekst.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.1. Title

Positionering

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

Perceel 1. Positionering

De Haagse Hogeschool zoekt een Inschrijvende partij die als partner ons ondersteunt bij strategische vraagstukken rondom positionering en branding.

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

II.2. Description

II.2.1. Title

Campagne Concept Ontwikkeling

Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

Campagne Concept Ontwikkeling

De Haagse Hogeschool zoekt een Inschrijvende partij die advies geeft over de concepten van onze campagne en die helpt met de ontwikkeling van het concept naar de uitwerking in beeld en tekst.

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

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: [2021/S 199-519700](#)

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: Aanbesteding Branding Perceel 2 Campagne Concept Ontwikkeling

Lot No: 2

Title:

Campagne Concept Ontwikkeling

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/01/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: WebNL B.V.

National registration number: 2436608

Postal address: Deltageul 101

Town: Stellendam

NUTS code: NL33 Zuid-Holland

Postal code: 3251 NG

Country: Netherlands

E-mail: info@webnl.nl

Telephone: +31 018760555

Internet address: <http://www.webnl.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: 300 000,00 EUR

Total value of the contract/lot: 216 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Perceel 2.

Lot No: Perceel 2

Title:

Campagne Concept Ontwikkeling

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI: Complementary information

VI.3. Additional information

De Haagse Hogeschool heeft voor Aanbesteding Branding perceel 2 Campagne Concept Ontwikkeling (1) een inschrijving ontvangen. De Haagse Hogeschool heeft besloten om de aanbesteding in te trekken, omdat de door het aanbestedingsrecht beoogde voldoende mate van concurrentie in deze aanbestedingsprocedure ontbreekt.

De Haagse Hogeschool is niet voornemens om deze opdracht op korte termijn opnieuw aan te besteden. Mocht de Haagse Hogeschool op termijn wel de behoefte hebben om deze opdracht opnieuw aan te besteden, dan zal deze opdracht opnieuw op TenderNed worden aangekondigd.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Den Haag

Town: Den Haag
Country: Netherlands

VI.5. Date of dispatch of this notice
21/01/2022