

Germany-Wiesbaden: Advertising and marketing services

OJ S 23/2021 03/02/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: HA Hessen Agentur GmbH, Zentrale Beschaffung

Postal address: Konradinerallee 9

Town: Wiesbaden

NUTS code: DE714 Wiesbaden, Kreisfreie Stadt

Postal code: 65189

Country: Germany

Contact person: Zentrale Beschaffung

E-mail: beschaffung@hessen-agentur.de

Telephone: +49 611-95017-8342

Fax: +49 611-95017-8415

Internet address(es):Main address: <https://www.hessen-agentur.de>**I.4. Type of the contracting authority**

Other type: Wirtschaftsförderungsgesellschaft des Landes Hessen

I.5. Main activity

Other activity: Wirtschaftsförderung

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Konzeption, Visualisierung und Umsetzung einer Leitkampagne für das touristische Landesmarketing Hessen

Reference number: 2020-V-0109

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Die Aufgabe besteht aus der Entwicklung, Visualisierung und Umsetzung einer „Leitkampagne“, die das touristische Landesmarketing Hessen vorantreibt. Mit der „Leitkampagne“ wird eine Neuordnung der touristischen Marketingaktivitäten angestrebt, um Hessen als attraktives und begehrliches Reiseland bei definierten Zielgruppen und in definierten regionalen Zielmärkten darzustellen und zu etablieren.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE7 Hessen

II.2.4. Description of the procurement

Ausführliche Leistungsbeschreibung — vgl. Dok-Nr.: 2.

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

Competitive procedure with negotiation

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: [2020/S 167-404098](#)

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:

Konzeption, Visualisierung und Umsetzung einer Leitkampagne für das touristische Landesmarketing Hessen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/01/2021

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: 2

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

V.2.3. Name and address of the contractor

Official name: Saint Elmo's Tourismusmarketing GmbH

Postal address: Kaulbachstr. 4

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80539

Country: Germany

E-mail: tender@saint-elmos.com

Telephone: +49 89-2050-0

Fax: +49 89-2050-2222

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 033 000,00 EUR

Total value of the contract/lot: 0,01 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: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt

Postal address: Hilpertstraße 31

Town: Darmstadt

Postal code: 64295

Country: Germany

VI.4.2. Body responsible for mediation procedures

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt

Postal address: Dienstgebäude: Hilpertstraße 31; Fristenbriefkasten: Luisenplatz 2

Town: Darmstadt

Postal code: 64295
Country: Germany
Fax: +49 6151125816

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

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt
Postal address: Dienstgebäude: Hilpertstraße 31; Fristenbriefkasten: Luisenplatz 2
Town: Darmstadt
Postal code: 64295
Country: Germany
Fax: +49 6151125816

VI.5. Date of dispatch of this notice

29/01/2021