

Netherlands-The Hague: Advertising and marketing services
OJ S 35/2015 19/02/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: Den Haag

Postal code: 2513 AH

Country: Netherlands

Contact person: DPC Publiceren

E-mail: traffic@minaz.nl

Internet address(es):

General address of the contracting authority: www.rijksoverheid.nl/dpc

Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=51920>

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

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

Middelgrote en kleine campagnes Rijksoverheid (Ea0040).

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: Nederland.

NUTS code NL Nederland

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

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

De opdracht omvat de volgende dienstverlening:

— ontwikkeling (strategie en concept) en/of uitwerking van campagnes in de categorie middelgroot. Het mediabudget van deze campagnes ligt tussen 150 000 EUR en 500 000 EUR inclusief btw,

- ontwikkeling (strategie en concept) en/of uitwerking van campagnes in de categorie klein. Het mediabudget van deze campagnes is minder dan 150 000 EUR inclusief btw per jaar,
- bundeling van campagnes uit categorieën „middelgroot” en „klein”.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341000 Advertising 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

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

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

Ea0040

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 76-132021](#) of 17.4.2014

Section V: Award of contract

Contract No: 1

Lot title: Middelgrote en kleine campagnes Rijksoverheid (Ea0040)

V.1. Date of conclusion of the contract

12.1.2015

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Roorda Reclamebureau BV

National registration number: 33248672

Postal address: Willem Fenengastraat 13

Town: Amsterdam

Postal code: 1096 BL

Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Middelgrote en kleine campagnes Rijksoverheid (Ea0040)

V.1. Date of conclusion of the contract

12.1.2015

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: The Oddshop

National registration number: 50031554

Postal address: Donker Curtiusstraat 25 D

Town: Amsterdam

Postal code: 1051 JM

Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Middelgrote en kleine campagnes Rijksoverheid (Ea0040)

V.1. Date of conclusion of the contract

12.1.2015

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: greyPOSSIBLE BV

National registration number: 55623409

Postal address: Danzigerkade 53

Town: Amsterdam

Postal code: 1013 AP

Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Middelgrote en kleine campagnes Rijksoverheid (Ea0040)

V.1. Date of conclusion of the contract

12.1.2015

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Doom & Dickson BV

National registration number: 34174711

Postal address: Danzigerkade 139

Town: Amsterdam

Postal code: 1013 AP

Country: Netherlands

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****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

17.2.2015