

Belgium-Brussels: Advertising campaign services
OJ S 25/2022 04/02/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Loterie Nationale S.A. de droit public

National registration number: 0223.967.357_150

Postal address: rue Belliard 25-33

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1040

Country: Belgium

Contact person: Didier Revelard

E-mail: didier.revelard@loterie-nationale.be

Telephone: +32 22384622

Internet address(es):

Main address: www.loterie-nationale.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=435947>

I.1. Name and addresses

Official name: Captains of Cycling SCRL

Postal address: rue Belliard 25-33

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1040

Country: Belgium

E-mail: didier.revelard@loterie-nationale.be

Internet address(es):

Main address: <https://www.lottosoudal.be/nl/captainsofcycling/home>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=373402>

I.1. Name and addresses

Official name: LNL SERVICES SA

Postal address: Rue Belliard 25-33

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1040

Country: Belgium

E-mail: didier.revelard@loterie-nationale.be

Internet address(es):

Main address: www.nationale-loterij.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=373402>

I.1. Name and addresses

Official name: New Lotto Sports Organisation (NewLSO) SA

Postal address: rue Belliard 25-33

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1040

Country: Belgium

E-mail: didier.revelard@loterie-nationale.be

Internet address(es):

Main address: www.nationale-loterij.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=373402>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

AGENCES DE PUBLICITÉ CRÉATIVES

Reference number: LN-FIN/PRO/2020/18-F03_0

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché vise à conclure, à l'issue d'une procédure en deux phases, un accord-cadre par lot pour des services de campagnes publicitaires en matière de communication marketing, contenus marketing, communication d'activation, image d'entreprise et services connexes, y compris des recommandations stratégiques dans ce domaine, pour les marques, les produits et la marque d'entreprise de la Loterie Nationale.

Pour les services relatifs aux marques, produits et à l'image d'entreprise existants, le marché est subdivisé en 4 lots :

- Lot 1: Lotto, Vikinglotto
- Lot 2: EuroMillions, Joker+, Keno, Pick3
- Lot 3: jeux instant et e-instant, et Woohoo
- Lot 4: Corporate image

Le marché sera attribué à un seul prestataire de services par lot pour chacun de ces 4 lots.

• Lot 5 : un 5e lot sera attribué pour les futurs autres projets et campagnes non couverts par un contrat en cours.

Ce 5e lot sera attribué à une sélection de 3 soumissionnaires maximum. Une mini-compétition sera organisée par projet/campagne entre ces (maximum) 3 meilleurs prestataires qui auront été retenus et ce, en fonction des besoins de la LN.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 43 000 000,00 EUR

II.2. Description

II.2.1. Title

Lotto, Vikinglotto

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79553000 Desktop publishing services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Lot 1: Lotto, Vikinglotto

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 1 / Weighting: 15

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 2 / Weighting: 10

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 3 / Weighting: 20

Quality criterion - Name: Qualité de l'exercice de concept de communication 1 / Weighting: 30

Quality criterion - Name: Qualité de l'exercice de concept de communication 2 / Weighting: 25

Quality criterion - Name: Chemistry meeting - aspect 1 / Weighting: 20

Quality criterion - Name: Chemistry meeting - aspect 2 / Weighting: 10

Price - Weighting: 20

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

Il s'agit ici d'un avis de marché attribué !

II.2. Description

II.2.1. Title

EuroMillions, Joker+, Keno, Pick3

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79553000 Desktop publishing services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Lot 2: EuroMillions, Joker+, Keno, Pick3

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 1 / Weighting: 15

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 2 / Weighting: 10

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 3 / Weighting: 20

Quality criterion - Name: Qualité de l'exercice de concept de communication 1 / Weighting: 30

Quality criterion - Name: Qualité de l'exercice de concept de communication 2 / Weighting: 25

Quality criterion - Name: Chemistry meeting - aspect 1 / Weighting: 20

Quality criterion - Name: Chemistry meeting - aspect 2 / Weighting: 10

Price - Weighting: 20

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

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II.2. Description

II.2.1. Title

Jeux instant et e-instant, et Woohoo

Lot No: 3

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79553000 Desktop publishing services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Lot 3: jeux instant et e-instant, et Woohoo

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 1 / Weighting: 15

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 2 / Weighting: 10

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique 3 / Weighting: 20

Quality criterion - Name: Qualité de l'exercice de concept de communication 1 / Weighting: 30
Quality criterion - Name: Qualité de l'exercice de concept de communication 2 / Weighting: 25
Quality criterion - Name: Chemistry meeting - aspect 1 / Weighting: 20
Quality criterion - Name: Chemistry meeting - aspect 2 / Weighting: 10
Price - Weighting: 20

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

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II.2. Description

II.2.1. Title

Corporate image
Lot No: 4

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79553000 Desktop publishing services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Lot 4: Corporate image

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique / Weighting: 15
Quality criterion - Name: Qualité de l'exercice de concept de communication / Weighting: 35
Quality criterion - Name: Chemistry meeting - aspect 1 / Weighting: 20
Quality criterion - Name: Chemistry meeting - aspect 2 / Weighting: 10
Price - Weighting: 20

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

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II.2. Description

II.2.1. Title

Futurs autres projets et campagnes

Lot No: 5

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79553000 Desktop publishing services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Lot 5: un 5e lot sera attribué pour les futurs autres projets et campagnes non couverts par un contrat en cours.

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'exercice de réflexion stratégique / Weighting: 15

Quality criterion - Name: Qualité de l'exercice de concept de communication / Weighting: 35

Quality criterion - Name: Chemistry meeting - aspect 1 / Weighting: 20

Quality criterion - Name: Chemistry meeting - aspect 2 / Weighting: 10

Price - Weighting: 20

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

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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 087-207492](#)

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: 2020/18

Lot No: 1

Title:

Lotto, Vikinglotto

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/08/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: MORTIERBRIGADE nv

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1030

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 13 223 140,49 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/18

Lot No: 2

Title:

EuroMillions, Joker+, Keno, Pick3

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/08/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: TBWA NV

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad
Postal code: 1050
Country: Belgium
The contractor is an SME: no

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

Total value of the contract/lot: 9 917 355,37 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/18

Lot No: 3

Title:

jeux instant et e-instant, et Woohoo

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/08/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: VVL BBDO NV (VAN HEES-VLESSING-LAGRILLIERE-BATTON BARTON DURSTINE & OSBORNE)

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1080

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 8 264 462,80 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/18

Lot No: 4

Title:

Corporate image

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/08/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: TBWA nv

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1050

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 6 611 570,25 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/18

Lot No: 5

Title:

Futurs autres projets et campagnes non couverts par un contrat en cours

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/08/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: MORTIERBRIGADE nv / VVL-BBDO nv / WUNDERMAN Y&R nv

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 4 958 677,68 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Telephone: +32 22349611

Internet address: <http://www.conseil-etat.be>

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

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Telephone: +32 22349611

Internet address: <http://www.conseil-etat.be>

VI.5. Date of dispatch of this notice

01/02/2022