

B-Brussels: advertising and marketing services
OJ S 47/2012 08/03/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Vlaams Centrum voor Agro-en Visserijmarketing vzw

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

For the attention of: Marina Sablon

E-mail: marina.sablon@vlam.be

Telephone: +32 25528026

Internet address(es):

General address of the contracting authority: www.vlam.be

I.2. Type of the contracting authority

Other: Extern Verzelfstandigd Agentschap

I.3. Main activity

Other: Agro- en Visserijmarketing

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

Ontwerp en uitwerking van een nieuwe Wakkere Bakker-campagne.

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: Vlaanderen.

NUTS code BE2 Vlaams Gewest

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)

Ontwerp en uitwerking van een nieuwe Wakkere Bakker-campagne. De campagne heeft als doel het imago van de warme bakkers in Vlaanderen te bevorderen. De geselecteerde bureaus ontvangen in een 2de fase een uitgebreidere briefing.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

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

Negotiated with a call for competition

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. strategische aanpak. Weighting 30
2. creatieve benadering. Weighting 25
3. tactische benadering. Weighting 25
4. prijs. Weighting 20

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

VLAM/2011/07

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 1

V.1. Date of conclusion of the contract

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: LDV United
Postal address: Rijnkaai 99
Town: Antwerpen
Postal code: 2000
Country: Belgium

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

V.5. Information about subcontracting

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

@Ref:00698596/2012010140.

Voorlopig blijft de informatie over deze opdracht beperkt tot de korte beschrijving (II.1.5). Na de selectieronde krijgen de geselecteerde bedrijven het volledige lastenboek toegestuurd.

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

6.3.2012