

Belgium-Brussels: Advertising and marketing services
OJ S 51/2016 12/03/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agentschap Sport Vlaanderen
Postal address: Arenberggebouw — Arenbergstraat 5
Town: Brussel
Postal code: 1000
Country: Belgium
For the attention of: Callewaert Maya
E-mail: maya.callewaert@sport.vlaanderen
Telephone: +32 22094613

Internet address(es):

General address of the contracting authority: <http://www.sport.vlaanderen>
Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=230113>

Electronic submission of tenders and requests to participate: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=BLOSO-5/2015/Afd.KICS.rev-F03&userType=SUPPLIER&language=nl>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

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

Open offerteaanvraag voor diensten bestek nr. 5/2015/Afd. Sportpromotie KICS.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
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)

BLOSO IVA RP — Afdeling Sportpromotie KICS.
Creatieve ontwikkeling en uitvoering van een meerjarige sensibiliseringscampagne rond het thema „Maak tijd voor sport”.

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**

Value: 296 462 EUR

Including VAT. VAT rate (%) 21

Section IV: Procedure

IV.1. Type of procedure**IV.1.1. Type of procedure**

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Globale prijs. Weighting 25
2. Prijslijst. Weighting 5
3. Kwaliteit van strategie en plan van aanpak. Weighting 30
4. Kwaliteit van het creatief concept. Weighting 30
5. Kwaliteit van het samengestelde team. Weighting 10

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**

BLOSO-5/2015/Afd. KICS rev-F03

IV.3.2. Previous publication concerning this procedure**Notice on a buyer profile**

Notice number in the OJ S: [2015/S 226-411736](#) of 28.11.2015

Contract notice

Notice number in the OJ S: [2015/S 226-411736](#) of 21.11.2015

Section V: Award of contract

V.1. Date of conclusion of the contract

1.2.2016

V.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

V.3. Name and address of the contractor

Official name: Gelotology BVBA
Postal address: H. Consciencestraat 59A/3
Town: Roeselare
Postal code: 8800
Country: Belgium

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

Including VAT. VAT rate (%) 21

Total value of the procurement:

Value: 296 462 EUR

Including VAT. VAT rate (%) 21

If annual or monthly value:

Number of years: 2

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

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

Het in deze publicatie vermelde gegunde bedrag slaat op de eerste 2 jaar van de opdracht (2016-2017). Voor de resterende periode van de opdracht (2018-einde opdracht) werd gegund op basis van de prijslijst.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Raad van State

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

9.3.2016