

Netherlands-Amsterdam: Advertising and marketing services

OJ S 30/2023 10/02/2023

Contract award notice – utilities

Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: GVB Exploitatie B.V.
National registration number: 5953591
Postal address: Arlandaweg 106
Town: AMSTERDAM
NUTS code: NL Nederland
Postal code: 1043 HP
Country: Netherlands
Contact person: Saskia Pleiter
E-mail: saskia.pleiter@gvb.nl
Telephone: +31 628146153
Internet address(es):
Main address: <http://www.gvb.nl>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reclamebureau
Reference number: 2022-36

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Het doel is om door middel van deze aanbesteding één reclamebureau te contacteren die GVB op strategisch niveau adviseert over hoe GVB haar strategische doelstellingen het beste kan bereiken, vertalen naar diverse vakgebieden en daar uitvoering aan geeft door het ontwikkelen van een visueel communicatieconcept.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 100 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: NL329 Groot-Amsterdam

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Amsterdam

II.2.4. Description of the procurement

Betreft een Raamovereenkomst met één Opdrachtnemer

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 60

Price - Weighting: 40

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

Restricted procedure

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: [2022/S 131-374760](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

Reclamebureau

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/01/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: O-bureau B.V.

National registration number: 81053177

Postal address: Nijverheidsweg 16

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3534AM

Country: Netherlands

Internet address: <http://www.o-bureau.nl>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Amsterdam

Postal address: Parnassusweg 280

Town: Amsterdam

Postal code: 1076 AV

Country: Netherlands

E-mail: kortgedingciviel.rb-ams@rechtspraak.nl

Telephone: +31 883611408

Internet address: <http://www.rechtspraak.nl>

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

Official name: Rechtbank Amsterdam

Postal address: Parnassusweg 280

Town: Amsterdam

Postal code: 1076 AV

Country: Netherlands

E-mail: kortgedingciviel.rb-ams@rechtspraak.nl

Telephone: +31 883611408

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

06/02/2023