

Netherlands-Rotterdam: Advertising and marketing services
OJ S 40/2022 25/02/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: STC-Group
National registration number: 111935673
Postal address: Lloydstraat 300
Town: ROTTERDAM
NUTS code: NL Nederland
Postal code: 3024EA
Country: Netherlands
Contact person: Dennis Wannet
E-mail: inkoop@stc-r.nl
Telephone: +31 104486000
Internet address(es):
Main address: <http://www.stc-group.nl>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media inkoop
Reference number: R0000774

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De opdracht betreft o.a. de inkoop van online media (zoals Social Media), offline media (zoals advertenties in lokale kranten en vakbladen) en -uitingen in openbare ruimten (outdoor).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: Rotterdam

II.2.4. Description of the procurement

De opdracht omvat de inkoop van traditionele offline media en de inkoop van online media. Over de offline media wenst aanbestedende dienst adviezen, rapportages en analyses te ontvangen. In totaal wordt voor ongeveer €300.000 aan mediadiensten uitgegeven.

II.2.5. Award criteria

Quality criterion - Name: K1 Proces media inkoop / Weighting: 20

Quality criterion - Name: K2 Services / Weighting: 30

Quality criterion - Name: K3 Interviews / Weighting: 10

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

optie tot verlenging van het raamcontract met 2 (twee) maal 12 (twaalf) maanden

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

Open 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: [2021/S 176-458319](#)

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: 1

Title:

Media inkoop

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Auke Smits Publiciteit B.V.

National registration number: 27137918

Postal address: Van Alkemadelaan 68

Town: 'S-GRAVENHAGE

NUTS code: NL Nederland

Postal code: 2597AN

Country: Netherlands

E-mail: r.engelen@aukesmits.nl

Telephone: +31 703248025

Internet address: <http://www.aukesmits.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: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Rotterdam

Town: Rotterdam

Country: Netherlands

E-mail: rechtbankrotterdam@rechtspraak.nl

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

VI.5. Date of dispatch of this notice

22/02/2022