

Netherlands-The Hague: Advertising and marketing services
OJ S 62/2014 28/03/2014
Contract award notice
Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: Den Haag

Postal code: 2513 AH

Country: Netherlands

Contact person: DPC Publiceren

E-mail: traffic@minaz.nl

Internet address(es):

General address of the contracting authority: www.tenderned.nl

Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=32459>

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

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**

Mediastrategie en mediaplanning Rijksoverheid (Ea0020).

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: Nederland.

NUTS code NL Nederland

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)**

Het doel van deze Europese aanbesteding is het sluiten van een Raamovereenkomst tussen het ministerie van Algemene Zaken, Dienst Publiek en Communicatie (DPC) en drie Opdrachtnemer(s) voor dienstverlening op het gebied van mediastrategie- en planning voor campagnes en losse plaatsingen van de Rijksoverheid.

II.1.5. CPV code(s)

79340000 Advertising and marketing services - QA01 - QA02, 79342000 Marketing services, 79341400 Advertising campaign services - QA07, 79341100 Advertising consultancy services - QA05 - QA06, 79341000 Advertising services - QA03 - QA04

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

The procurement is covered by the Government Procurement Agreement: yes

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

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Kwaliteit. Weighting 60
2. Prijs. Weighting 40

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

Ea0020

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 135-234535](#) of 13.7.2013

Section V: Award of contract

Contract No: 1

Lot title: Mediastrategie en mediaplanning Rijksoverheid (Ea0020)

V.1. Date of conclusion of the contract

7.3.2014

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Kobalt Media Nederland BV

National registration number: 54385768

Postal address: Moermanskkade 83

Town: Amsterdam

Postal code: 1013 BC

Country: Netherlands
Telephone: +31 205191777

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Mediastrategie en mediaplanning Rijksoverheid (Ea0020)

V.1. Date of conclusion of the contract

7.3.2014

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Starcom Nederland
National registration number: 34138132
Postal address: Danzigerkade 23 b
Town: Amsterdam
Postal code: 1013 NP
Country: Netherlands
Telephone: +31 203018900

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot title: Mediastrategie en mediaplanning Rijksoverheid (Ea0020)

V.1. Date of conclusion of the contract

7.3.2014

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: OMD Nederland
National registration number: 30139037
Postal address: Amsterdamseweg 204
Town: Amstelveen
Postal code: 1180 AR
Country: Netherlands
Telephone: +31 207120000

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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

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

25.3.2014