

**Belgium-Antwerp: Advertising and marketing services**

OJ S 49/2020 10/03/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Provincie Antwerpen - Departement Logistiek - Team Overheidsopdrachten

National registration number: 0207.725.597\_24603

Postal address: Koningin Elisabethlei 22

Town: Antwerpen

NUTS code: BE211 Arr. Antwerpen

Postal code: 2018

Country: Belgium

Contact person: Guido Lommaert

E-mail: [guido.lommaert@provincieantwerpen.be](mailto:guido.lommaert@provincieantwerpen.be)

Telephone: +32 32405312

**Internet address(es):**Main address: [www.provincieantwerpen.be](http://www.provincieantwerpen.be)Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=369036>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=369036>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Prov+Ant+-+DOJO-TPA\\_2020%2F183-F02](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Prov+Ant+-+DOJO-TPA_2020%2F183-F02)**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Opzetten, begeleiden en uitvoeren van een meerjarencampagne die de naamsbekendheid van de Kempen vergroot en haar imago als dichtbijhuis vakantiebestemming versterkt

Reference number: Prov Ant - DOJO-TPA\_2020/183-F02\_0

**II.1.2.**

**Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

De opdrachtnemer wordt verwacht een meerjarencampagne op te zetten, te begeleiden en uit te voeren die de naamsbekendheid van de Kempen zal vergroten en haar imago als dichtbijhuis vakantiebestemming moet versterken. De opdracht is drieledig:

1. de opdrachtnemer dient onze doelstellingen te vertalen naar een omnichannel communicatie-strategie voor de eerstvolgende jaren;
2. de opdrachtnemer dient concrete promotiecampagnes uit te werken en uit te voeren die passen binnen de vooropgestelde strategie;
3. de opdrachtnemer dient permanent vooropgestelde resultaten te monitoren, te analyseren en te rapporteren. Na elk campagnejaar dient een grondige analyse te geburen die het toelaat de aanpak van het eerstvolgende jaar bij te sturen waar nodig.

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.3. Place of performance**

NUTS code: BE21 Prov. Antwerpen

Main site or place of performance: Provincie Antwerpen.

**II.2.4. Description of the procurement**

Opzetten, begeleiden en uitvoeren van een meerjarencampagne die de naamsbekendheid van de Kempen vergroot en haar imago als dichtbijhuis vakantiebestemming versterkt.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value****II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: no

**II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3Maximum number: 5Objective criteria for choosing the limited number of candidates:

Ervaring, team.

**II.2.10. Information about variants**

Variants will be accepted: no

**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 III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

#### **IV.1.5. Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 06/04/2020 Local time: 07:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Dutch

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 120 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Raad van State  
Postal address: Wetenschapsstraat 33  
Town: Brussel  
Country: Belgium

##### **VI.5. Date of dispatch of this notice**

05/03/2020