

Germany-Munich: Advertising and marketing services
OJ S 67/2015 04/04/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Bayerischer Rundfunk, Anstalt des öffentlichen Rechts

Postal address: Rundfunkplatz 1

Town: München

Postal code: 80335

Country: Germany

For the attention of: Vergabemanager

E-mail: ausschreibungen.zentraleinkauf@br.de

Telephone: +49 89590042429

Fax: +49 89590023469

Internet address(es):

Electronic access to information: www.vergabepattform-rundfunkanstalten.de

Electronic submission of tenders and requests to participate: www.vergabepattform-rundfunkanstalten.de

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Medien

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

Designagentur für das Bayerische Fernsehen.

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: Bayerischer Rundfunk Anstalt des öffentlichen Rechts, Rundfunkplatz 1, 80335 München, Deutschland.

NUTS code DE212 München, Kreisfreie Stadt

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)

Designagentur für das Bayerische Fernsehen.

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: 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**

Negotiated with a call for competition

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

The most economically advantageous tender in terms of

1. Preis. Weighting 30
2. Leistungspunkte

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**

BR-2014-0034

IV.3.2. Previous publication concerning this procedure**Contract notice**

Notice number in the OJ S: [2014/S 215-381108](#) of 7.11.2014

Section V: Award of contract

Contract No: 1

Lot title: Designagentur für das Bayerische Fernsehen

V.1. Date of conclusion of the contract

13.3.2015

V.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 1

V.3. Name and address of the contractor

Official name: FEEDMEE GmbH

Postal address: Lichtstr. 43a

Town: Köln

Postal code: 50825

Country: Germany

E-mail: tina@feedmee.de

Telephone: +49 221546760

Fax: +49 2215467610

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

Official name: Regierung von Oberbayern Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: München

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

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

1.4.2015