

Belgium-Brussels: Advertising and marketing services
OJ S 69/2017 07/04/2017
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Departement Kanselarij en Bestuur
Postal address: Boudewijngebouw, Boudewijnlaan 30, bus 20
Town: Brussel
Postal code: 1000
Country: Belgium
For the attention of: Demeyere Leontien
E-mail: leontien.demeyere@dar.vlaanderen.be
Telephone: +32 25535570

Internet address(es):

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=267780>

Electronic submission of tenders and requests to participate: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=DKB-KB/TB/2015/1/LD-F03&userType=SUPPLIER&language=nl>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services
Other: communicatie

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title

Raamovereenkomst ondersteuning bij de uitrol van het merkbeleid Vlaanderen.

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: Vlaanderen.
NUTS code BE2 Vlaams Gewest

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

De Vlaamse overheid, met name het departement Kanselarij en Bestuur (Dep KB), zoekt met

deze
onderhandelingsprocedure met voorafgaande bekendmaking van diensten een
opdrachtnemer die haar
gedurende een periode van 4 jaar in het kader van een raamcontract kan bijstaan bij de uitrol
van het merkbeleid
Vlaanderen.

De opdracht is onderverdeeld in 4 percelen

- perceel 1: ontwikkeling van digitale en niet-digitale huisstijl;
- perceel 2: maken van filmpjes;
- perceel 3: maken van foto's;
- perceel 4: (her)schrijven van teksten.

Strategieontwikkeling rond branding en huisstijl is niet in de opdracht inbegrepen.

Het Departement Kanselarij en Bestuur treedt in deze opdracht in hoofde van de Vlaamse
Gemeenschap op als

opdrachtcentrale in de zin van art. 2, 4° van de Wet overheidsopdrachten en bepaalde
opdrachten voor werken,

leveringen en diensten van 15.6.2006, ten aanzien van het Vlaamse Gewest, alle entiteiten
met afzonderlijke

rechtspersoonlijkheid die door de Vlaamse Gemeenschap of het Vlaamse Gewest zijn

opgericht, alle diensten van

het Vlaams Parlement (zoals de ombudsdienst en het kinderrechtencommissariaat) enz. die
bestellingen kunnen

plaatsen binnen dat raamcontract.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 92110000 Motion picture and video tape
production and related services, 79960000 Photographic and ancillary services, 92312210
Services provided by authors

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

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

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

DKB-KB/TB/2015/1/LD-F03

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 230-418094](#) of 27.11.2015

Section V: Award of contract

Contract No: KB/TB/2015/1/LD

Lot No: 1

- Lot title: Perceel 1: digitale en niet-digitale huisstijl

V.1. Date of conclusion of the contract

9.8.2016

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: The Oval Office

Postal address: Mechelsesteenweg 271

Town: Antwerpen

Postal code: 2018

Country: Belgium

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

V.5. Information about subcontracting

Contract No: KB/TB/2015/1/LD

Lot No: 1

- Lot title: Perceel 2: maken van filmpjes

V.1. Date of conclusion of the contract

9.8.2016

V.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

V.3. Name and address of the contractor

Official name: Red Pepper Media

Postal address: Fonteinstraat 1A/5

Town: Leuven

Postal code: 3000

Country: Belgium

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

V.5. Information about subcontracting

Contract No: KB/TB/2015/1/LD

Lot No: 1

- Lot title: Perceel 3: maken van foto's

V.1. Date of conclusion of the contract

9.8.2016

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: Absoluut

Postal address: Vaardijk 3, bus 601

Town: Wijnmaal

Postal code: 3018

Country: Belgium

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

Contract No: KB/TB/2015/1/LD

Lot No: 1

- Lot title: Perceel 4: (h)erschrijven van teksten

V.1. Date of conclusion of the contract

9.8.2016

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: Pantarein

Postal address: Martelarenlaan 9

Town: Haacht

Postal code: 3150

Country: Belgium

V.4. Information on value of the contract/lot**V.5. Information about subcontracting****Section VI: Complementary information**

VI.1. Information about European Union funds**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**

4.4.2017