

**Netherlands-The Hague: Advertising and marketing services**

OJ S 76/2014 17/04/2014

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**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

For the attention of: DPC Publiceren

E-mail: [traffic@minaz.nl](mailto:traffic@minaz.nl)**Internet address(es):**General address of the contracting authority: [www.rijksoverheid.nl/dpc](http://www.rijksoverheid.nl/dpc)Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=33725>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Grote campagnes Rijksoverheid (Ea0031).

**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**

The procurement involves the establishment of a framework agreement

#### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 4

#### **Duration of the framework agreement**

Duration in years: 2

#### **II.1.5. Short description of the contract or purchase(s)**

De opdracht omvat de volgende dienstverlening:

- ontwikkeling (strategie en concept) en/of uitwerking van campagnes in de categorie „groot” volgens aanmelding bij DPC. Het mediabudget van deze campagnes ligt boven de 500 000 EUR inclusief btw per jaar en/of er is sprake van de inzet van televisiecommercials;
- ontwikkeling (strategie en concept) en/of uitwerking van „koepels”;
- ontwikkeling (strategie en concept) en/of uitwerking van een samenvoeging van campagnes (of een koepel en campagnes) waaronder ten minste 1 campagne in de categorie „groot”.

#### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79342000 Marketing services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341000 Advertising services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.1.8. Lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

Onbekend.

#### **II.2.2. Information about options**

Options: yes

Description of options: Geen.

#### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

### **II.3. Duration of the contract or time limit for completion**

Start 1.1.2015. Completion 31.12.2016

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

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### **III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

**III.2.2. Economic and financial ability**

**III.2.3. Technical and professional ability**

**III.2.4. Information about reserved contracts**

**III.3. Conditions specific to services contracts**

**III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

**III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Restricted

**IV.1.2. Information about the limits on the number of candidates to be invited**

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

**IV.2.2. Information about electronic auction**

An electronic auction will be used: no

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**

Ea0031

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

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 14.5.2014 - 17:00

Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**

15.5.2014 - 11:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

18.7.2014

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

Dutch.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender****IV.3.8. Conditions for opening of tenders****Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

**VI.3. Additional information**

De aanbestedingsstukken met betrekking tot deze Opdracht kunt u downloaden via TenderNed ([www.tenderned.nl](http://www.tenderned.nl)). Indien u nog niet aangemeld bent als gebruiker van TenderNed, dan kunt u zich kosteloos op deze site aanmelden, voordat u de aanbestedingsstukken gaat downloaden. U kunt deze Opdracht vinden door te zoeken op: Ea0031 of Grote campagnes Rijksoverheid.

**VI.4. Procedures for review****VI.4.1. Review body****VI.4.2. Review procedure****VI.4.3. Service from which information about the review procedure may be obtained****VI.5. Date of dispatch of this notice**

14.4.2014