

**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**

---

**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=33724>**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**

---

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

Middelgrote en kleine campagnes Rijksoverheid (Ea0040).

**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 middelgroot. Het mediabudget van deze campagnes ligt tussen 150 000 EUR en 500 000 EUR inclusief btw.;

— ontwikkeling (strategie en concept) en/of uitwerking van campagnes in de categorie klein. Het mediabudget van deze campagnes is minder dan 150 000 EUR inclusief btw per jaar;

— bundeling van campagnes uit categorieën „middelgroot” en „klein”.

#### **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**

De totale jaarlijkse opdrachtwaarde van de Nadere Overeenkomsten die onder deze Raamovereenkomst worden gegund is naar schatting 1 700 000 EUR exclusief btw per jaar. Dit bedrag bestaat uit kosten voor strategie, conceptontwikkeling en alle kosten voor de productie van middelen. De inschatting is gebaseerd op campagnes die in 2013 zijn gevoerd en op campagnes die naar verwachting in 2014 gevoerd zullen worden. Met deze inschatting wil de Opdrachtgever de Gegadigden een zo goed mogelijk beeld geven van de omvang van de Opdracht. Aan deze inschatting kunnen geen rechten worden ontleend.

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

Options: yes

Description of options: Geen.

Provisional timetable for recourse to these options:  
in months: 0 (from the award of the contract)

#### **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 1.2.2015. Completion 31.1.2017

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

---

### **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**

---

### **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**

Ea0040

##### **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: 19.5.2014 - 17:00

Payable documents: no

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

20.5.2014 - 11:00

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

3.9.2014

##### **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**

---

##### **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: Ea0040 of Middelgrote en kleine 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

