

Germany-Düsseldorf: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 63/2020 30/03/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourismus NRW e. V.

Postal address: Völklinger Str. 4

Town: Düsseldorf

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Postal code: 40219

Country: Germany

Contact person: Vergabestelle

E-mail: vergaben@nrw-tourismus.de

Telephone: +49 21191320-500

Fax: +49 21191320-555

Internet address(es):Main address: www.touristiker-nrw.de**I.4. Type of the contracting authority**

Other type: touristischer Landesverband

I.5. Main activity

Other activity: touristische Wirtschaftsförderung

Section II: Object

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

Rahmenvertrag über Kommunikationsmaßnahmen für den Tourismus NRW e. V. 2020-2022

Reference number: 2019-20-124

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Endkunden-Kommunikation für das Reiseland Nordrhein-Westfalen unter dem einheitlichen Dach der Marke Dein NRW geteilt in die 6 Lose Marktrecherche und Einbuchung von Medialeistungen, Text-Leistungen (deutsch), Text-Leistungen native (englisch, niederländisch), Layout und Konzept, Bild-/Bewegt看, internationale Medienbeobachtung.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 066 818,50 EUR

II.2. Description

II.2.1. Title

Marktrecherche und Einbuchung von Medialeistungen

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Beratung, Planung und das Einbuchen aller Werbemaßnahmen der B2C-Kommunikation.

II.2.5. Award criteria

Quality criterion - Name: Qualität und Kreativität des Distributionskonzepts / Weighting: 50

Price - Weighting: 50

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

II.2. Description

II.2.1. Title

Textleistungen (deutsch)

Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Alle redaktionellen Text-Leistungen (deutsch) im Print und Online-Bereich der B2C-Kommunikation zu Themen des Auftraggebers wie etwa die Text-Erstellung von Anzeigen, Advertorials, Flyern, Booklets, Bannern sowie die redaktionelle Gestaltung des NRW Magazins (1x jährlich).

II.2.5. Award criteria

Quality criterion - Name: Qualität der eingereichten Referenztexte / Weighting: 30

Quality criterion - Name: Qualität der eingereichten Beispieltexte im Hinblick auf sprachliche Umsetzung, touristische Inwertsetzung der dargestellten Inhalte sowie journalistische Qualität / Weighting: 30

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Text-Leistungen native (englisch, niederländisch)

Lot No: 3

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79530000 Translation services, 79550000 Typing, word-processing and desktop publishing services

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Beinhaltet alle muttersprachlichen Text-Leistungen (englisch, niederländisch) im Print und Online-Bereich der B2C-Kommunikation zu Themen des Auftraggebers wie etwa die Text-Erstellung von Anzeigen, Advertorials, Flyern, Booklets, Bannern, Social Media- und Blogbeiträgen, weiteren Artikeln.

II.2.5. Award criteria

Quality criterion - Name: Qualität der eingereichten Referenztexte / Weighting: 30

Quality criterion - Name: Qualität der eingereichten Beispieltexte im Hinblick auf sprachliche Umsetzung, touristische Inwertsetzung der dargestellten Inhalte sowie journalistische Qualität / Weighting: 30

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Layout und Konzept
Lot No: 4

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt
Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Beinhaltet alle Layout-Leistungen im Print und Online-Bereich der B2C-Kommunikation wie etwa die grafische Erstellung von Anzeigen, Advertorials, Flyern, Bannern, Poster. Darüber hinaus die Konzeption von Print Produkten, von Online-Werbeformaten ergänzend zur B2C-Webseite www.dein-nrw.de und von für Social Media relevante Formaten.

II.2.5. Award criteria

Quality criterion - Name: Qualität der eingereichten Referenzprodukte sowie der Entwürfe /
Weighting: 20
Quality criterion - Name: Kreativität und Innovativität der eingereichten grafischen Entwürfe /
Weighting: 20
Quality criterion - Name: Angebotspräsentation (Qualität, Kreativität, Transparenz und
Plausibilität der Präsentation) / Weighting: 20
Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Bild-/Bewegtbild
Lot No: 5

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
22315000 Photographs, 22000000 Printed matter and related products, 92100000 Motion
picture and video services

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt
Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Beinhaltet alle Bild-/Bewegtbild-Produktionen für die B2C-Kommunikation zu Themen des
Auftraggebers wie die Erstellung von zeitgemäßer Foto- und Videographie.

II.2.5. Award criteria

Quality criterion - Name: Qualität und Innovativität des eingereichten Bildmaterials / Weighting: 30

Quality criterion - Name: Qualität und Innovativität des eingereichten Bewegtbildmaterials / Weighting: 30

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Internationale Medienbeobachtung

Lot No: 6

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Main site or place of performance: Tourismus NRW e. V. Völklinger Str. 4 40219 Düsseldorf

II.2.4. Description of the procurement

Beinhaltet das internationale Clipping und Monitoring sowie die Analyse zu festgelegten Themen in den Bereichen Print, Online, Social Media, TV, Hörfunk.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Online-Portals inkl. Dashboards / Weighting: 30

Quality criterion - Name: Umfang der Inklusiv-Suchbegriffe und -Treffer / Weighting: 30

Price - Weighting: 40

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 245-603276](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Lot No: 1

Title:

Marktrecherche und Einbuchung von Medialeistungen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2020

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: CP/Compartner Agentur für Kommunikation GmbH

Postal address: Freiheit 1

Town: Essen

NUTS code: DEA13 Essen, Kreisfreie Stadt

Postal code: 45128

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 645 500,00 EUR

Total value of the contract/lot: 550 420,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Textleistungen (deutsch)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2020

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Anja Luckas

Postal address: Birkenstraße 13

Town: Iserlohn

NUTS code: DEA58 Märkischer Kreis

Postal code: 58644

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 56 300,00 EUR

Total value of the contract/lot: 62 617,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

Text-Leistungen native (englisch, niederländisch)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2020

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ella Verlag und Medien GmbH

Postal address: Emil-Hoffmann-Straße 55-59

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50996

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 134 400,00 EUR

Total value of the contract/lot: 134 454,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Layout und Konzept

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2020

V.2.2. Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Kaune, Posnik, Spohr GmbH

Postal address: Zeughausstraße 13

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50667

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 138 655,50 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 5

Title:

Bild-/Bewegtbild

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2020

V.2.2. Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Pangea Productions Johannes Höhn

Postal address: Hülchrather Straße 7

Town: Köln
NUTS code: DEA23 Köln, Kreisfreie Stadt
Postal code: 50670
Country: Germany
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 180 600,00 EUR
Total value of the contract/lot: 180 672,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 6

Title:

Internationale Medienbeobachtung

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Rheinland, c/o Bezirksregierung Köln

Postal address: Zeughausstraße 2-10

Town: Köln

Postal code: 50667

Country: Germany

E-mail: VKRheinland@bezreg-koeln.nrw.de

Telephone: +49 2211473045

Fax: +49 2211472889

Internet address: https://www.bezreg-koeln.nrw.de/brk_internet/vergabekammer/index.html

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Der Auftraggeber weist auf die vergaberechtlichen Vorschriften zum Rechtsschutz, insbesondere die §§ 160 ff. GWB sowie § 135 GWB, hin.

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Vergabekammer Rheinland, c/o Bezirksregierung Köln

Postal address: Zeughausstraße 2-10

Town: Köln

Postal code: 50667

Country: Germany

E-mail: VKRheinland@bezreg-koeln.nrw.de

Telephone: +49 2211473045

Fax: +49 2211472889

Internet address: https://www.bezreg-koeln.nrw.de/brk_internet/vergabekammer/index.html

VI.5. Date of dispatch of this notice

27/03/2020