

**Netherlands-Eindhoven: Advertising and marketing services**  
**OJ S 51/2023 13/03/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Fontys Hogescholen

National registration number: 391650280

Postal address: Het Eeuwsel 2

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5612 AS

Country: Netherlands

Contact person: Sander Clement

E-mail: [inkoop@fontys.nl](mailto:inkoop@fontys.nl)

Telephone: +31 885071444

**Internet address(es):**

Main address: <http://www.fontys.nl/inkoop>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Mediaplaatsingen

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Doel van deze aanbesteding is meerdere bureaus te selecteren op het gebied van offline en online marketing en media en SEA. Deze bureaus moeten Fontys snel en doeltreffend ondersteunen binnen de beschikbare financiële kaders. De bureaus moeten daarbij de beste prijzen weten te bedingen en door hun kennis van de materie, markt en Fontysdoelen de optimale middelen inzetten (en continu bijstellen) zodat voor Fontys het maximale resultaat wordt bereikt.

Om deze doelstelling te bereiken zoekt Fontys specialistische partners met kennis van het medialandschap en het keuzegedrag van jongeren (studiekeuze), professionals (om-, her- en bijscholing) en het regionale werkveld van de ecosystemen waarin Fontys opereert. Daarnaast heeft deze partner bij voorkeur kennis van de educatieve markt.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 440 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Perceel 1. Media offline: advies, inkoop, planning en uitvoering. Optioneel: campagnemanagement en content creatie. Voor de Nederlandse markt.

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### **II.2.3. Place of performance**

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

#### **II.2.4. Description of the procurement**

Zie aanbestedingsdocument.

#### **II.2.5. Award criteria**

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

#### **II.2.11. Information about options**

Options: yes

Description of options:

Opties tot verlenging.

#### **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**

Perceel 2. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnemanag...

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3. Place of performance**

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

### **II.2.4. Description of the procurement**

Zie aanbestedingsdocument.

### **II.2.5. Award criteria**

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

### **II.2.11. Information about options**

Options: yes

Description of options:

Opties tot verlenging.

### **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**

Perceel 4. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnemanage...

Lot No: 4

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### **II.2.3. Place of performance**

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

#### **II.2.4. Description of the procurement**

Zie aanbestedingsdocument.

#### **II.2.5. Award criteria**

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

#### **II.2.11. Information about options**

Options: yes

Description of options:

Opties tot verlenging.

#### **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

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### IV.1. Description

#### IV.1.1. Type of procedure

Open procedure

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

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

The procurement is covered by the Government Procurement Agreement: yes

### IV.2. Administrative information

#### IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 141-403977](#)

#### 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

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**Contract No:** 1

**Lot No:** 1

**Title:**

P1 Perceel 1. Media offline: advies, inkoop, planning en uitvoering. Optioneel: campagnemanagement en content creatie. Voor de Nederlandse markt.

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/02/2023

#### V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

#### V.2.3. Name and address of the contractor

Official name: Zuiver Group B.V.

National registration number: 81702124

Postal address: Fair Oaksbaan 204

Town: Rotterdam

NUTS code: NL Nederland

Postal code: 3045AS

Country: Netherlands

E-mail: [info@zuivergroup.nl](mailto:info@zuivergroup.nl)

Telephone: +31 103097700

Internet address: <https://www.zuivergroup.nl/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 320 000,00 EUR

Total value of the contract/lot: 320 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No: 2**

**Lot No: 2**

**Title:**

P2 Perceel 2. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnema...

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

01/02/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

##### **V.2.3. Name and address of the contractor**

Official name: Happy Idiots B.V.

National registration number: 55341217

Postal address: Vrijstraat 9 C/D

Town: EINDHOVEN

NUTS code: NL Nederland

Postal code: 5611AT

Country: Netherlands

E-mail: [info@happyidiots.nl](mailto:info@happyidiots.nl)

Telephone: +31 403040070

Internet address: <http://www.happyidiots.nl>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 120 000,00 EUR

Total value of the contract/lot: 1 120 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No: 3**

**Lot No: 4**

**Title:**

P4 Perceel 4. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagneman...

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**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Rechtbank Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: [info.rechtbanksHertogenbosch@rechtspraak.nl](mailto:info.rechtbanksHertogenbosch@rechtspraak.nl)

Telephone: +31 736202020

Internet address: <http://www.rechtspraak.nl>

**VI.5. Date of dispatch of this notice**

08/03/2023