

Germany-Bremen: Marketing management consultancy services
OJ S 53/2023 15/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Handelskrankenkasse (hkk)

National registration number: 591103701

Postal address: Martinistraße 26

Town: Bremen

NUTS code: DE5 Bremen

Postal code: 28195

Country: Germany

Contact person: Vergabestelle spectrumK

E-mail: vergabe@spectrumk.de

Telephone: +49 305869450

Internet address(es):

Main address: <http://www.spectrumk.de>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Sozialversicherungsträger

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Content-Agentur

Reference number: hkk_2022_04

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Abschluss von Rahmenverträgen zur (1.) Konzeption und Produktion von Content, für Content Marketing und Corporate Publishing (incl. Bewegtbild) sowie (2.) für die Konzeption, Implementierung und laufende Betreuung von Corporate Wording

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.1. Title

Content
Lot No: 1

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: DE Deutschland
Main site or place of performance: Deutschlandweit, Bremen

II.2.4. Description of the procurement

Im Rahmen des Vergabeverfahrens soll mit einem technisch versierten, ausgeprägt strategisch denkenden, planenden und handelnden "Fullthinking" Content-Dienstleister, mit hoher kreativer Exzellenz und mit starker B2C- und B2B-Expertise (im Verhältnis 80:20) ein Rahmenvertrag geschlossen werden. Inhalt des Vertrages soll ist umfassende Beratung und Unterstützung der Auftraggeberin bei der crossmedialen Content-Produktion und der kanalübergreifenden Content-Vermarktung auf dem deutschen Markt.

II.2.5. Award criteria

Quality criterion - Name: siehe Vergabeunterlagen / Weighting: 60,00
Price - Weighting: 40,00

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

Corporate Wording
Lot No: 2

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: DE Deutschland
Main site or place of performance: Deutschlandweit, Bremen

II.2.4. Description of the procurement

Gesucht wird ein technisch versierter, ausgeprägt strategisch denkender, planender und handelnder Corporate Wording-Dienstleister, mit hoher kreativer Exzellenz und mit starker B2C- und B2B-Expertise (im Verhältnis 80:20), der der Auftraggeberin bei der Überarbeitung und Optimierung sämtlicher Texte der Kundenkommunikation auf dem deutschen Markt unterstützt und umfassend berät.

II.2.5. Award criteria

Quality criterion - Name: siehe Vergabeunterlagen / Weighting: 60,00

Price - Weighting: 40,00

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

Competitive procedure with negotiation

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 128-364752](#)

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

Contract No: 1.1

Lot No: 1

Title:

Content

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

10/03/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Axel Springer Corporate Solutions GmbH & Co. KG

Postal address: Axel-Springer-Straße 65

Town: Berlin

NUTS code: DE3 Berlin

Postal code: 10888

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: 2 184 684,84 EUR

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2.1

Lot No: 2

Title:

Corporate Wording

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

10/03/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: REINSCLASSEN GmbH & Co. KG

Postal address: Mittelweg 161

Town: Hamburg

NUTS code: DE6 Hamburg
Postal code: 20148
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: 482 376,38 EUR

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Telephone: +49 228-9499-0

Fax: +49 228-9499-163

Internet address: <http://www.bundeskartellamt.de>

VI.5. Date of dispatch of this notice

10/03/2023