

**Netherlands-Amsterdam: Advertising and marketing services**

OJ S 73/2018 14/04/2018

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Stichting Regionaal Opleidingen Centrum TOP

National registration number: 552600176

Postal address: Vlaardingenlaan 25

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1062 HM

Country: Netherlands

Contact person: Inkoop Meesters

E-mail: [Jaap.Bakker@roctop.nl](mailto:Jaap.Bakker@roctop.nl)

Telephone: +31 205042400

**Internet address(es):**Main address: <http://www.roctop.nl>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/f00b90a24d0aa32ca6bdf82eccb2c8da>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/f00b90a24d0aa32ca6bdf82eccb2c8da>

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

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

Body governed by public law

**I.5. Main activity**

Education

**Section II: Object**

---

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

Marketing Communicatiediensten

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Het invullen van een partnerrol op het gebied van marketing communicatie om de doelgroepen te bereiken. Hieronder wordt alles verstaan dat bijdraagt aan het bereiken van de bovengenoemde doelstelling.

In ieder geval onderdeel van de opdracht is:

- Het ontwikkelen van strategisch onderbouwde communicatie concepten passend bij de bestaande positionering en brandguide,
- Het ontwikkelen van strategisch onderbouwde online en offline campagnes binnen de huidige positionering en nog in ontwikkeling zijnde brandguide,
- Het realiseren van online en offline marketing communicatie uitingen binnen campagnes,
- Het aanscherpen van de huisstijl,
- (online en offline) media inkoop,
- Het adviseren en uitdagen van ROC TOP ten behoeve van strategische marketing communicatie strategieën en campagnes waarbij ROC TOP zich kan onderscheiden van andere organisaties door out-of-the-box te denken,
- Rapportage ten behoeve van resultaten van uitgevoerde campagnes.

#### **II.1.5. Estimated total value**

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

This contract is divided into lots: no

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

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

NUTS code: NL Nederland

NUTS code: NL329 Groot-Amsterdam

Main site or place of performance: Amsterdam

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

De omvang van de opdracht is bij benadering in (volledig) 2018:

— Mediabudget on- en offline: 160 000 EUR (exclusief BTW),

Te verdelen over 7 (kleine en grote) campagnes + Google Adwords.

— Campagnes: 60 000 EUR (exclusief BTW),

Strategie, concept, ontwikkeling, productie o.b.v. bestaande fotografie, media inkoop, campagnemanagement en projectmanagement.

— Voorlichtingsmateriaal: 10 000 EUR (exclusief BTW),

Concept, vormgeving, dtp op basis van bestaande fotografie. Producten: opleidingsbrochures, magazine, decanen map, posters en flyers exclusief drukwerk.

Aan deze aantallen kunnen inschrijvers geen rechten ontleen.

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

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 70

Price - Weighting: 30

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: no

#### **II.2.10.**

### **Information about variants**

Variants will be accepted: no

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

---

#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

- Verplichte uitsluitingsgronden,
- Faillissement of Surseance van betaling.

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Kerncompetenties.

### **Section IV: Procedure**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Restricted procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

Date: 14/05/2018 Local time: 10:00

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 07/06/2018

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Dutch

##### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

## Section VI: Complementary information

---

### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Rechtbank Amsterdam

Postal address: Parnassusweg 220

Town: Amsterdam

Postal code: 1076 AV

Country: Netherlands

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

Telephone: +31 883617000

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

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

12/04/2018