

**Germany-Hamburg: Advertising and marketing services**

**OJ S 69/2019 08/04/2019**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: GKL Gemeinsame Klassenlotterie der Länder

National registration number: DE283872208

Postal address: Überseering 4

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 22297

Country: Germany

Contact person: Ann-Kristin Fromme

E-mail: [vergabestelle@gkl.org](mailto:vergabestelle@gkl.org)

Telephone: +49 4063291097

Fax: +49 4063291054

**Internet address(es):**

Main address: [www.gkl.org](http://www.gkl.org)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://community.vortal.biz/PRODPublic/Tendering/ContractNoticeManagement/Index>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://next.vortal.biz/PRODPT1BusinessLine/Tendering/ContractNoticeView/Index?notice=PT1.NTC.926746>

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

Other type: Eigenbetrieb

**I.5. Main activity**

Other activity: GeneralPublicServices

---

**Section II: Object**

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

**II.1.1. Title**

Konzeption und Umsetzung von PR-Maßnahmen für Spielangebote der GKL Gemeinsame Klassenlotterie der Länder

Reference number: WPR-20190114-03

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

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

Der Auftraggeber möchte eine PR-Agentur für die Konzeption und Umsetzung von PR-Maßnahmen für die Spielangebote der GKL in Deutschland gewinnen.

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

Value excluding VAT: 1,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

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

79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

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

NUTS code: DE600 Hamburg

Main site or place of performance: Überseering 4 22297 Hamburg, Freie und Hansestadt

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

Der Auftraggeber möchte eine PR-Agentur für die Konzeption und Umsetzung von PR-Maßnahmen für die Spielangebote der GKL in Deutschland gewinnen.

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

Criteria below

Quality criterion - Name: Qualität / Weighting: 20

Quality criterion - Name: Qualität / Weighting: 20

Quality criterion - Name: Qualität / Weighting: 20

Quality criterion - Name: Qualität / Weighting: 20

Quality criterion - Name: Qualität / Weighting: 20

Cost criterion - Name: Kosten / Weighting: 0

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

Value excluding VAT: 1,00 EUR

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

Duration in months: 12

This contract is subject to renewal: no

### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5 Objective criteria for choosing the limited number of candidates:

Vgl. Dokument „Informationen zum Teilnahmewettbewerb“

### **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:

Vgl. Dokumente „Informationen zum Teilnahmewettbewerb“ sowie „Anlage 1: Eigenerklärung zur Eignung der Bieterin / des Bieters inkl. qualifizierte Referenzangaben“

### **III.2. Conditions related to the contract**

#### **III.2.2. Contract performance conditions**

Vgl. Vergabeunterlagen

## **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**

#### **IV.1.5. Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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

Date: 23/05/2019 Local time: 09:00

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

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

German

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

Tender must be valid until: 30/11/2019

## **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: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

04/04/2019