

Netherlands-Amsterdam: Marketing services

OJ S 99/2015 23/05/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Duits Verkeersbureau

Postal address: Postbus 12051

Town: Amsterdam

Postal code: 1100 AB

Country: Netherlands

For the attention of: Anja Richter

Internet address(es):General address of the contracting authority: <http://www.germany.travel>Electronic access to information: <http://aanbestedingskalender.nl/aankondigingen/detail/504895-aanbesteding-mediabureau-duits-verkeersbureau-2015-2016>Electronic submission of tenders and requests to participate: <http://www.aanbestedingskalender.nl/>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority****I.3. Main activity**

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Aanbesteding Mediabureau Duits Verkeersbureau 2015/2016.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Amsterdam.

NUTS code

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

II.1.5. Short description of the contract or purchase(s)

Het vakantieland Duitsland is de populairste buitenlandse vakantiebestemming van de Nederlanders. Deze positie is de afgelopen jaren op succesvolle wijze uitgebouwd.

Succesfactoren zijn onder andere het veelzijdige aanbod, de nabijheid, een uitstekende prijs-kwaliteitverhouding, het sterk verbeterde imago en innovatieve marketing in samenwerking met vele partners.

Het Duits Verkeersbureau positioneert het vakantieland Duitsland in het kader van de twee productlijnen steden- en cultuurtoerisme en ontspannende en actieve vakanties. Hiervoor legt het Duits Verkeersbureau elk jaar het accent op andere hoofdthema's. In 2015 ligt de focus op het thema 'Tradities & gebruiken' met speciale aandacht voor ambachten, evenementen en culinaire specialiteiten. Het Duits Verkeersbureau zal voor de eerste keer het thema 'Gezinsvakanties' in Duitsland met een groots opgezette crossmediale campagne positioneren. Daarnaast worden succesvolle campagnes voor de thema's 'Fietsen', 'Wandelen' en 'Wintersport' gecontinueerd en moet het diverse aanbod van een aantal basisthema's van het Duits Verkeersbureau op onze Nederlandstalige website in de afzonderlijke themagedeeltes onder de aandacht worden gebracht van het publiek.

Voor 2015 en begin 2016 zoeken wij een full-service mediabureau dat ons vooral bij het ontwerpen en beheren van onze Google-Adwordscampagnes ondersteunt, meehelpt verschillende thema's op Facebook te promoten en daarnaast mediaplannen opstelt voor de campagnes van het Duits Verkeersbureau, maar ook indien nodig voor partnerorganisaties van het Duits Verkeersbureau.

Wij geven de voorkeur aan een bureau dat ervaring heeft op het gebied van toeristische communicatie.

II.1.6. CPV code(s)

79342000 Marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Start 15.6.2015. Completion 15.6.2016

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.2.2. Economic and financial ability

List and brief description of conditions: Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

Minimum level(s) of standards possibly required: Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.2.3. Technical and professional ability

List and brief description of conditions:

Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

Minimum level(s) of standards possibly required:

Zie - <http://www.germany.travel/en/germany/about-us/calls-for-tender/calls-for-tender.html>

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3.

Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Doelgroepgerichtheid en themageoriënteerdheid van de uitgekozen media in %. Weighting 30
2. Kwalitatief hoogwaardige traffic naar de verschillende campagne-URL's in %. Weighting 35
3. Kosten voor het bureau in %. Weighting 35

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 4.6.2015 - 16:00

IV.3.4. Time limit for receipt of tenders or requests to participate

4.6.2015 - 16:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Dutch.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

until: 30.6.2015

IV.3.8. Conditions for opening of tenders

Date: 4.6.2015 - 16:00

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

21.5.2015