

Netherlands-Utrecht: Marketing services
OJ S 81/2018 26/04/2018
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: NS Reizigers B.V.

National registration number: 41680548

Postal address: Laan van Puntenburg 100

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3511 ER

Country: Netherlands

Contact person: Natasja Spaan

E-mail: procurementsupport@ns.nl

Telephone: +31 302353897

Internet address(es):

Main address: <http://www.ns.nl>

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EA SPOOR en Online inspiratie

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Het aanbieden en produceren van inspiratie aan NS reizigers via het relatiemagazine SPOOR en online-kanalen aan de hand van de content-marketingstrategie en de doorontwikkeling daarvan. We richten ons in deze aanbesteding op bovengenoemde kanalen, maar we zien de implementatie van de content-marketingstrategie als een groeimodel. Toekomst: NS neemt als optie in deze aanbesteding mee dat in de toekomst de kanalen kunnen veranderen of uitgebreid kunnen worden en daarmee de overige bestaande owned media van NS of nieuwe owned media onderdeel kunnen worden van de scope om de doelstellingen te realiseren. Daarnaast zijn het sourcen van de aanbiedingen en advertentie-exploitatie opties in deze aanbesteding die wellicht in de toekomst onderdeel kunnen worden van de scope. Daarbij is

echter geen sprake van exclusiviteit en deze 2 opties zullen niet worden meegenomen in deze selectie- en gunningsfase.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 1,00 EUR / Highest offer: 600 000,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

22212000 Periodicals

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: Utrecht.

II.2.4. Description of the procurement

Zie selectieleidraad.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit - Prijs / Weighting: 100

Price - Weighting: 100

II.2.11. Information about options

Options: yes

Description of options:

Verlengingen.

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

Restricted procedure

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 101-202742](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

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A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2018

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: MPG Group B.V.

National registration number: 33.13.90.88

Postal address: Stroombaan 4

Town: Amstelveen

NUTS code: NL Nederland

Postal code: 1180 EE

Country: Netherlands

Internet address: <http://www.mpg.today>

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

n.v.t.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Midden Nederland

Postal address: Vrouwe Justitiaplein 1

Town: Utrecht

Postal code: 3511 EX

Country: Netherlands

E-mail: midden-nederland@rechtspraak.nl

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

VI.5. Date of dispatch of this notice
25/04/2018