

Germany-Munich: Advertising and marketing services
OJ S 83/2018 28/04/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bayerischer Rundfunk Zentraleinkauf
Postal address: Rundfunkplatz 1
Town: München
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80335
Country: Germany
Contact person: Zentraleinkauf Vergabemanager
E-mail: ausschreibungen.zentraleinkauf@br.de
Fax: +49 89590023469
Internet address(es):
Main address: www.br.de

I.1. Name and addresses

Official name: Mitteldeutscher Rundfunk
Town: Leipzig
NUTS code: DED51 Leipzig, Kreisfreie Stadt
Country: Germany
E-mail: einkauf-logistik@mdr.de
Internet address(es):
Main address: www.mdr.de

I.1. Name and addresses

Official name: Westdeutscher Rundfunk
Town: Köln
NUTS code: DEA23 Köln, Kreisfreie Stadt
Country: Germany
E-mail: zentraler.einkauf-110@wdr.de
Internet address(es):
Main address: www.wdr.de

I.1. Name and addresses

Official name: Südwestrundfunk
Town: Stuttgart
NUTS code: DE11 Stuttgart
Country: Germany
E-mail: Vergabe-AP@SWR.de
Internet address(es):
Main address: www.swr.de

I.1. Name and addresses

Official name: ARD Programmdirektion
Town: München
NUTS code: DE212 München, Kreisfreie Stadt
Country: Germany
E-mail: info@daserste.de
Internet address(es):
Main address: www.ard.de

I.1. Name and addresses

Official name: ARD-Werbung Sales & Services GmbH
Town: Frankfurt
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Country: Germany
E-mail: info@ard-werbung.de
Internet address(es):
Main address: www.ard-werbung.de

I.1. Name and addresses

Official name: Degeto Film GmbH
Town: Frankfurt
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Country: Germany
E-mail: info-degeto@degeto.de
Internet address(es):
Main address: www.degeto.de

I.1. Name and addresses

Official name: Deutschlandradio
Town: Köln
NUTS code: DEA23 Köln, Kreisfreie Stadt
Country: Germany
E-mail: info@deutschlandradio.de
Internet address(es):
Main address: www.deutschlandradio.de

I.1. Name and addresses

Official name: Rundfunk Berlin Brandenburg
Town: Berlin
NUTS code: DE30 Berlin
Country: Germany
E-mail: info@rbb-online.de
Internet address(es):
Main address: www.rbb-online.de

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5.

Main activity

Other activity: Medien

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Rahmenvereinbarung Mediadienstleistungen
Reference number: BR-2017-0025

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Rahmenvereinbarung über Mediadienstleistungen.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

NUTS code: DE11 Stuttgart

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

NUTS code: DE30 Berlin

NUTS code: DEA23 Köln, Kreisfreie Stadt

NUTS code: DED51 Leipzig, Kreisfreie Stadt

Main site or place of performance: Jeweiliger Standort der beteiligten Rundfunkanstalten bzw. Tochtergesellschaften.

II.2.4. Description of the procurement

Die Auftraggeber Bayerischer Rundfunk, Mitteldeutscher Rundfunk, Rundfunk Berlin Brandenburg, Südwestrundfunk, Westdeutscher Rundfunk, Deutschlandradio, Degeto Film GmbH, ARD Programmdirektion und ARD-Werbung Sales & Services GmbH, alle vertreten durch den Bayerischen Rundfunk, beabsichtigen eine Rahmenvereinbarung mit drei Agenturen über Mediadienstleistungen innerhalb Deutschlands für die Bereiche – Mediaforschung und Analyse – Mediaberatung – Mediaplanung – Mediaeinkauf – Mediakontrolle – Mediaabrechnung – sowie dazugehörige Optimierungsmaßnahmen, Reportings, Controlling, und in Einzelfällen Herstellung von Werbemitteln zu schließen. Die Rahmenvereinbarung umfasst nationale (Degeto Film GmbH, ARD-Programmdirektion und ARD-Werbung Sales & Services GmbH) und landesweite (Landesrundfunkanstalten) Kampagnen. Konkurrenzausschluss: Über die Grundzeit des Vertrages (1 Jahr) besteht ein

Konkurrenzausschluss für Agenturen aus dem Deutschsprachigen Raum, die für die Bewerbung von Fußballsendungen verantwortlich sind. Dies bezieht sich auf alle Fußball – Rechte, die derzeit oder in Kürze im deutschen Markt ausgeschrieben oder verhandelt werden. Vertragslaufzeit: 1.4.2018 bis 31.3.2019; maximal 3 Verlängerungen um jeweils 1 Jahr.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Der Vertrag verlängert sich jeweils um 1 Jahr, wenn keine der beiden Vertragsparteien mindestens 6 Monate vor Ablauf der jeweiligen Vertragslaufzeit kündigt. Es sind maximal 3 Vertragsverlängerungen möglich.

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.2.8. 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

Title:

Rahmenvereinbarung Mediadienstleistungen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/04/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: pilot Hamburg GmbH & Co. KG

Postal address: Neue Rabenstraße 12

Town: Hamburg

NUTS code: DE6 Hamburg

Postal code: 20354

Country: Germany

E-mail: t.mandel@pilot.de

Telephone: +49 40303766199

The contractor is an SME: no

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

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

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

Contract No: 2

Title:

Rahmenvereinbarung Mediadienstleistungen

A contract/lot is awarded: yes

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

26/04/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Mediaplus Media2 GmbH & Co. KG

Postal address: Brienner Straße 45a-d

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80333

Country: Germany

E-mail: tender@serviceplan.com

Telephone: +49 892050-2268

The contractor is an SME: no

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

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

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Title:

Rahmenvereinbarung Mediadienstleistungen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/04/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Bietergemeinschaft Brainagency Media GmbH/OmnicomMediaGroup Germany GmbH

Postal address: Osterwaldstraße 10 Haus D

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80805

Country: Germany

E-mail: oliver.mohr@brainagency.de

Telephone: +49 8928701423

The contractor is an SME: no

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

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: Regierung von Oberbayern Vergabekammer Südbayern

Postal address: Maximilianstr. 39

Town: München

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

VI.5. Date of dispatch of this notice

26/04/2018