

Germany-Düsseldorf: Government services
OJ S 82/2019 26/04/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministerium für Kinder, Familie, Flüchtlinge und Integration des Landes
Nordrhein-Westfalen

Postal address: Haroldstr. 4

Town: Düsseldorf

NUTS code: DEA1 Düsseldorf

Postal code: 40213

Country: Germany

E-mail: robert.buck@mkffi.nrw.de

Telephone: +49 211837-2416

Fax: +49 211837-3107

Internet address(es):

Main address: www.mkffi.nrw

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Fortführung und Weiterentwicklung der integrationspolitischen Crossmedia-Kampagne
„#IchDuWirNRW“

Reference number: 45/2018

II.1.2. Main CPV code

75131000 Government services

II.1.3. Type of contract

Services

II.1.4. Short description

Auftrag zur Fortführung und Weiterentwicklung der Crossmedia-Kampagne „#IchDuWirNRW“.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 210 550,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DEA Nordrhein-Westfalen

II.2.4. Description of the procurement

Der Auftrag umfasst folgende Leistungsbestandteile:

- Fortführung der Dachmarke (inkl. Logo und Claim),
- Fortführung des Corporate Designs aus 2018 in 2019,
- Fortführung und Weiterentwicklung der Webpräsenz der Dachmarke,
- Gewinnung von Testimonials für die Dachkampagne,
- Interviews, Fotos und Videos der „Vorbilder“ für die Dachkampagne,
- Entwicklung eines Social Media-Konzeptes,
- Entwicklung von Plakaten,
- Entwicklung von Veranstaltungsformaten,
- Organisatorisches,
- Korrekturen.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Ausführungskonzeptes / Weighting: 60

Cost criterion - Name: Höhe des Festpreises inklusive Umsatzsteuer / Weighting: 35

Cost criterion - Name: Höhe des Stundensatzes für die optionalen Leistungen inklusive Umsatzsteuer / Weighting: 5

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 043-098402](#)

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: 45/2018

Title:

Fortführung und Weiterentwicklung der integrationspolitischen Crossmedia-Kampagne „#IchDuWirNRW“

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/04/2019

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Elements of Art GmbH

Postal address: An der Eickesmühle 23

Town: Mönchengladbach

NUTS code: DEA15 Mönchengladbach, Kreisfreie Stadt

Postal code: 41238

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 210 550,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXPNY5VYVTT

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Rheinland – Spruchkörper Düsseldorf über Bezirksregierung Düsseldorf

Postal address: Am Bonnheshof 35

Town: Düsseldorf

Postal code: 40474

Country: Germany

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

Official name: Vergabekammer Rheinland – Spruchkörper Düsseldorf über Bezirksregierung
Düsseldorf

Postal address: Am Bonnhof 35

Town: Düsseldorf

Postal code: 40474

Country: Germany

VI.5. Date of dispatch of this notice

23/04/2019