

**Belgium-Ghent: Advertising and marketing services**  
**OJ S 79/2021 23/04/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Partena Onafhankelijk Ziekenfonds Vlaanderen VzW

National registration number: 0411.696.011\_503722

Postal address: Sluisweg 2 bus 1

Town: Gent

NUTS code: BE234 Arr. Gent

Postal code: 9000

Country: Belgium

E-mail: [ina.derijcke@partena-ziekenfonds.be](mailto:ina.derijcke@partena-ziekenfonds.be)

Telephone: +32 479709449

**Internet address(es):**

Main address: [www.partena-partners.be](http://www.partena-partners.be)

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=408126>

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

Other type: Ziekenfonds

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

Partner voor marketing en communicatiecampagne

Reference number: Partena OZV-526-005-F03\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Zie bijlage.

**II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 4 135 000,00 EUR

#### **II.2. Description**

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

NUTS code: BE2 Vlaams Gewest

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

Zie bijlage.

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

Quality criterion - Name: Kwaliteit van methodologie en plan van aanpak / Weighting: 25

Quality criterion - Name: Kwaliteit referentiecasses / Weighting: 20

Quality criterion - Name: Fit met ziekenfonds Noord / Weighting: 20

Price - Weighting: 35

##### **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**

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##### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 244-604878](#)

###### **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**

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A contract/lot is awarded: yes

##### **V.2. Award of contract**

###### **V.2.1.**

**Date of conclusion of the contract**

19/04/2021

**V.2.2. Information about tenders**

Number of tenders received: 5

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

**V.2.3. Name and address of the contractor**

Official name: FamousGrey nv

National registration number: 0461529265

Town: Groot Bijgaarden

NUTS code: BE241 Arr. Halle-Vilvoorde

Postal code: 1700

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 4 135 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Rechtbank van eerste aanleg Oost Vlaanderen-afdeling Gent

Town: Gent

Country: Belgium

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

Official name: Rechtbank van eerste aanleg Oost Vlaanderen-afdeling Gent

Town: Gent

Country: Belgium

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

Official name: Rechtbank van eerste aanleg Oost Vlaanderen-afdeling Gent

Town: Gent

Country: Belgium

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

20/04/2021