

NL-Amstelveen: market and economic research; polling and statistics

OJ S 129/2012 07/07/2012

Contract award notice

Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Vrije Universiteit

Postal address: Prof. E.M. Meijerslaan 2

Town: Amstelveen

Postal code: 1183 AV

Country: Netherlands

E-mail: [aanbestedingen@vu.nl](mailto:aanbestedingen@vu.nl)

### I.2. Type of the contracting authority

Body governed by public law

### I.3. Main activity

Education

### 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

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### II.1. Description

#### II.1.1. Title

Marketing- en Communicatiediensten 2011.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Amsterdam.

NUTS code NL326 Groot-Amsterdam

#### II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

#### II.1.4. Short description of the contract or purchase(s)

De opdracht betreft de ondersteuning van de Vrije Universiteit (VU) door externe dienstverleners bij het definiëren, ontwikkelen, en uitvoeren van de marketing- en communicatiestrategie en gerelateerde operationele doelstellingen.

#### II.1.5. CPV code(s)

79300000 Market and economic research; polling and statistics

#### II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Restricted

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

#### **IV.2.2. Information about electronic auction**

An electronic auction has been 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**

##### **Contract notice**

Notice number in the OJ S: [2011/S 235-381134](#) of 7.12.2011

## **Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Strategie, advies en campagnes.

#### **V.1. Date of conclusion of the contract**

29.5.2012

#### **V.2. Information about tenders**

Number of tenders received: 7

#### **V.3. Name and address of the contractor**

Official name: Total Identity BV

Postal address: Postbus 12480

Town: Amsterdam

Postal code: 1100 AL

Country: Netherlands

#### **V.4. Information on value of the contract/lot**

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 1

- Lot title: Strategie, advies en Campagnes.

#### **V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: Ruigrok / NetPanel BV

Postal address: Silodam 1a

Town: Amsterdam

Postal code: 1013 AL

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 1

- Lot title: HVR Group.

**V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: HVR Group

Postal address: Parkstraat 83

Town: Den Haag

Postal code: 2514 JG

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 4

Lot No: 2

- Lot title: Grafische vormgeving.

**V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: Room for ID's

Postal address: Dorpsstraat 57

Town: Nieuwgein

Postal code: 3433 CM

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 5

Lot No: 2

- Lot title: Grafische vormgeving.

**V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: Kicks Concept & Design BV

Postal address: Postbus 189

Town: Voorschoten

Postal code: 2250 AD

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 6

Lot No: 2

- Lot title: Grafische Vormgeving.

**V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: Jean Cloos Art Directions bv h/o Haagsblauw

Postal address: Juffrouw Idastraat 18a

Town: 's Gravenhage

Postal code: 2513 BG

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 7

Lot No: 2

- Lot title: Grafische Vormgeving.

**V.1. Date of conclusion of the contract**

29.5.2012

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: Dawn  
Postal address: Kraanspoor 34  
Town: Amsterdam  
Postal code: 1033 SE  
Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Country: Netherlands

**Body responsible for mediation procedures**

Country: Netherlands

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

Country: Netherlands

**VI.4. Date of dispatch of this notice**

3.7.2012