

## Germany-Hamburg: Advertising and marketing services

OJ S 95/2018 19/05/2018

Contract notice

Services

### Legal Basis:

Directive 2014/24/EU

## Section I: Contracting authority

---

### I.1. Name and addresses

Official name: GKL Gemeinsame Klassenlotterie der Länder

National registration number: DE283872208

Postal address: Überseering 4

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 22297

Country: Germany

Contact person: Ann-Kristin Fromme

E-mail: [vergabestelle@gkl.org](mailto:vergabestelle@gkl.org)

Telephone: +49 4063291097

Fax: +49 4063291054

**Internet address(es):**

Main address: [www.gkl.org](http://www.gkl.org)

### I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://community.vortal.biz/PRODPublic/Tendering/ContractNoticeManagement/Index>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://next.vortal.biz/PRODPT1BusinessLine/Tendering/ContractNoticeView/Index?notice=PT1.NTC.740591>

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

Other type: Eigenbetrieb

### I.5. Main activity

Other activity: allgemeine öffentliche Leistungen

## Section II: Object

---

### II.1. Scope of the procurement

#### II.1.1. Title

Konzeption und Umsetzung von Werbemaßnahmen für Spielangebote der GKL Gemeinsame Klassenlotterie der Länder

Reference number: 3422 1 3002 001 18

#### II.1.2. Main CPV code

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Der Auftraggeber möchte eine Werbeagentur für die Entwicklung und Umsetzung von Werbemaßnahmen für Spielangebote der GKL in Deutschland gewinnen.

### **II.1.5. Estimated total value**

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

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

NUTS code: DE600 Hamburg

Main site or place of performance: Überseering 4. 22297.

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

3422 1 3002 001 18

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Als Vertragslaufzeit sind maximal vier Jahre geplant. Der Vertrag läuft zunächst ein Jahr, er kann optional jeweils um ein Jahr verlängert werden.

### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 1Maximum number: 5Objective criteria for choosing the limited number of candidates:

Es werden die fünf Bewerber mit der höchsten Anzahl von geeigneten Referenzen auf Basis der in Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen) gemachten Angaben ausgewählt. Bei gleicher Anzahl geeigneter Referenzen von zwei oder mehreren Bewerbern entscheidet das Los.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **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 III: Legal, economic, financial and technical information

---

#### III.1. Conditions for participation

##### III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Vgl. Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen).

##### III.1.2. Economic and financial standing

List and brief description of selection criteria:

Vgl. Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen).

Minimum level(s) of standards possibly required:

Vgl. Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen).

##### III.1.3. Technical and professional ability

List and brief description of selection criteria:

Vgl. Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen).

Minimum level(s) of standards possibly required:

Vgl. Anlage 1 (Eigenerklärung Eignung inkl. qualifizierte Referenzen).

#### III.2. Conditions related to the contract

##### III.2.2. Contract performance conditions

Vgl. Vergabeunterlagen.

### Section IV: Procedure

---

#### IV.1. Description

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

Competitive dialogue

##### 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 18/06/2018 Local time: 10:00

##### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

##### IV.2.4. Languages in which tenders or requests to participate may be submitted

German

##### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 30/10/2018

### Section VI: Complementary information

---

**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

Official name: Vergabekammer bei der Finanzbehörde Hamburg

Postal address: Große Bleichen 27

Town: Hamburg

Postal code: 20354

Country: Germany

E-mail: [dieter.carmesin@fb.hamburg.de](mailto:dieter.carmesin@fb.hamburg.de)

Telephone: +49 4040428231448

Fax: +49 4040428232020

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

17/05/2018