

**Netherlands-Groningen: Advertising and marketing services**  
**OJ S 79/2023 21/04/2023**  
**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: Stichting Hanzehogeschool Groningen

National registration number: 41012703

Postal address: Zernikeplein 7

Town: Groningen

NUTS code: NL11 Groningen

Postal code: 9747AS

Country: Netherlands

Contact person: Lija Chi

E-mail: [l.j.chi@pl.hanze.nl](mailto:l.j.chi@pl.hanze.nl)

Telephone: +31 505952114

**Internet address(es):**

Main address: [www.hanze.nl](http://www.hanze.nl)

Address of the buyer profile: <https://s2c.mercell.com/buyer/2465>

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Online marketing en offline media

Reference number: Aanbestedingsnr. 372

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Online marketing en offline media

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 1,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Online marketing

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: NL11 Groningen

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

Online marketing

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

Price

### **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**

## **II.2. Description**

### **II.2.1. Title**

Offline media

Lot No: 2

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

79342000 Marketing services

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

NUTS code: NL11 Groningen

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

Offline media

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

Price

### **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

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: [2022/S 243-696832](#)

#### 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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Contract No: 1

Lot No: 1

Title:

Online Marketing

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

17/04/2023

#### V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

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

Official name: Sales Care B.V.

Town: Utrecht

NUTS code: NL31 Utrecht

Country: Netherlands

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 2

**Lot No:** 2

**Title:**

Offline Media

A contract/lot is awarded: yes

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

#### **V.2.1. Date of conclusion of the contract**

17/04/2023

#### **V.2.2. Information about tenders**

Number of tenders received: 9

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

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

Official name: Mediadvies B.V.

Town: Harderwijk

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 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: Stichting Hanzehogeschool Groningen

Town: Groningen

Country: Netherlands

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

17/04/2023