

**Germany-Munich: Advertising and marketing services**  
**OJ S 144/2016 28/07/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Bayerischer Rundfunk, Anstalt des öffentlichen Rechts

Postal address: Rundfunkplatz 1

Town: München

Postal code: 80335

Country: Germany

For the attention of: Vergabemanager

E-mail: [ausschreibungen.zentraleinkauf@br.de](mailto:ausschreibungen.zentraleinkauf@br.de)

Telephone: +49 89590042429

Fax: +49 89590023469

**Internet address(es):**

General address of the contracting authority: [www.br.de](http://www.br.de)

Electronic access to information: <https://prego-vergabepattform.prhos.com>

Electronic submission of tenders and requests to participate: h

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

Body governed by public law

**I.3. Main activity**

Other: Medien

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: Erstes Deutsches Fernsehen Programmdirektion

Postal address: Arnulfstr. 42

Town: München

Postal code: 80335

Country: Germany

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Betreuung von Werbemaßnahmen des Ersten Deutschen Fernsehens.

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

Services

Service category No 13: Advertising services

Main site or place of performance: München.

NUTS code DE212 München, Kreisfreie Stadt

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

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

Konzeption, Gestaltung, Umsetzung und Produktionsbetreuung von Werbemaßnahmen zur Vermarktung des Ersten Deutschen Fernsehens.

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

79340000 Advertising and marketing services

#### **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**

Negotiated with a call for competition

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

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

The most economically advantageous tender in terms of

1. Preis. Weighting 35
2. Kreativität und Problemlösungsorientierung. Weighting 35
3. Funktionsfähigkeit in den unterschiedlichen Werbeträgern. Weighting 10
4. Strategie. Weighting 20

##### **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**

BR-2016-0008

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2016/S 038-062306](#) of 24.2.2016

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

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Contract No: 1

Lot title: Betreuung von Werbemaßnahmen des Ersten Deutschen Fernsehens

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

11.7.2016

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

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

Official name: ressourcenmangel GmbH

Postal address: Schlesische Straße 26

Town: Berlin  
Postal code: 10997  
Country: Germany  
E-mail: [vilma.merkwitz@ressourcenmangel.de](mailto:vilma.merkwitz@ressourcenmangel.de)  
Telephone: +49 30590037457  
Fax: +49 30484981421

**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**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: Regierung von Oberbayern Vergabekammer Südbayern  
Postal address: Maximilianstr. 39  
Town: München  
Postal code: 80538  
Country: Germany  
E-mail: [vergabekammer.suedbayern@reg-ob.bayern.de](mailto:vergabekammer.suedbayern@reg-ob.bayern.de)  
Telephone: +49 8921762411  
Fax: +49 8921762847

**VI.3.2. Review procedure**

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

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

25.7.2016