

**Belgium-Brussels: Advertising and marketing services**  
**OJ S 99/2021 25/05/2021**  
**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: Departement Kanselarij en Bestuur

National registration number: 0316.380.841\_16651

Postal address: Havenlaan 88, bus 100

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: [brigitte.rombaut@vlaanderen.be](mailto:brigitte.rombaut@vlaanderen.be)

Telephone: +32 499593828

**Internet address(es):**

Main address: <http://www.vlaanderen.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=411324>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Planning en aankoop van mediaruimte voor diensten van en verbonden aan de Vlaamse Overheid

Reference number: DKB-DKB/C/BR/2020/10-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**

De Vlaamse overheid, departement Kanselarij en Bestuur of zijn rechtsopvolger (DKB), zoekt voor deze overheidsopdracht een externe partner die haar in het kader van een

raamovereenkomst kan bijstaan bij het bepalen van de meest geschikte mediastrategie en de planning en de aankoop van mediaruimte voor diensten van of verbonden aan de Vlaamse Overheid.

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

This contract is divided into lots: no

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

Value excluding VAT: 54 000 000,00 EUR

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

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

NUTS code: BE Belgique / België

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

Plaatsing verloopt via de mededingingsprocedure met voorafgaande bekendmaking.

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

Quality criterion - Name: Kwaliteit van de dienstverlening en het toegewezen team / Weighting: 40

Quality criterion - Name: Kwaliteit en volledigheid van de cases / Weighting: 20

Price - Weighting: 40

#### **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: no

#### **IV.2. Administrative information**

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

Notice number in the OJ S: [2020/S 179-432428](#)

##### **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:** DKB/C/BR/2020/10

**Title:**

Planning en aankoop van mediaruimte voor diensten van en verbonden aan de Vlaamse Overheid

A contract/lot is awarded: yes

### V.2. Award of contract

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

03/05/2021

#### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

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

Official name: Mindshare Belgium NV

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1160

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 54 000 000,00 EUR

Total value of the contract/lot: 54 000 000,00 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: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

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

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

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

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

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

20/05/2021