

**Germany-Hamburg: Advertising and marketing services**

OJ S 96/2022 18/05/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Hamburg Tourismus GmbH

Postal address: Wexstraße 7

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 20355

Country: Germany

E-mail: [ausschreibung@marketing.hamburg.de](mailto:ausschreibung@marketing.hamburg.de)**Internet address(es):**Main address: <https://www.hamburg-tourism.de/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtyp.de/Satellite/notice/CXP4YNSR8R4/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.dtyp.de/Satellite/notice/CXP4YNSR8R4>**I.4. Type of the contracting authority**

Other type: Städtische Gesellschaft in privatrechtlicher Rechtsform

**I.5. Main activity**

Other activity: Freizeit, Kultur und Tourismus

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Rahmenvereinbarung Leadagentur Mediastrategie und -planung

Reference number: VgV-2202

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Teil des Auftrags ist die Entwicklung und Umsetzung von strategischen Mediaplanungen für verschiedene

Projekte.

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

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

This contract is divided into lots: no

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

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

NUTS code: DE600 Hamburg

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

Teil des Auftrags ist die Entwicklung und Umsetzung von strategischen Mediaplanungen für verschiedene Projekte.

#### **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: 48

This contract is subject to renewal: no

#### **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**

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#### **III.1. Conditions for participation**

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

### **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**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

**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: 13/06/2022 Local time: 12:00

**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**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 13/06/2022 Local time: 12:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: yes  
Estimated timing for further notices to be published:  
2025

**VI.3. Additional information**

Bekanntmachungs-ID: CXP4YNSR8R4

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Finanzbehörde - Vergaberecht, Gebühren, Vergabekammer,  
Enteignungsbehörde (Abtlg. 42)  
Postal address: Großen Bleichen 27  
Town: Hamburg  
Postal code: 20354  
Country: Germany

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

13/05/2022