

Belgium-Brussels: Promotional services
OJ S 103/2021 31/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Loterie nationale SA de droit public

National registration number: 0223.967.357_150

Postal address: Rue Belliard 25-33

Town: Bruxelles

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

Postal code: 1040

Country: Belgium

Contact person: Service Procurement

E-mail: catherine.abanto@loterie-nationale.be

Telephone: +32 22384687

Fax: +32 22384887

Internet address(es):

Main address: www.loterie-nationale.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=411853>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Agence d'activation

Reference number: LN-FIN/PRO/2020/49-F03_1

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Ceci est un avis d'attribution du marché.

Le présent marché vise à conclure, à l'issue d'une procédure en deux phases, un accord-cadre pour la réalisation d'activation.

Par activation, nous entendons la production et la réalisation des actions (physiques, via social média, via websites et autres) relatives à nos partenariats de manière large (par exemple: sponsoring) afin de créer des interactions envers notre public cible (client ou prospect) dans les domaines qui sont reprises dans la stratégie de la Loterie nationale.

Personne de contact: catherine.abanto@loterie-nationale.be

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 320 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Ceci est un avis d'attribution du marché.

Le présent marché vise à conclure, à l'issue d'une procédure en deux phases, un accord-cadre pour la réalisation d'activation.

Par activation, nous entendons la production et la réalisation des actions (physiques, via social média, via websites et autres) relatives à nos partenariats de manière large (par exemple: sponsoring) afin de créer des interactions envers notre public cible (client ou prospect) dans les domaines qui sont reprises dans la stratégie de la Loterie nationale.

Personne de contact: catherine.abanto@loterie-nationale.be

II.2.5. Award criteria

Quality criterion - Name: Qualité du concept proposé pour l'exercice 1 / Weighting: 40

Quality criterion - Name: Qualité du concept proposé pour l'exercice 2 / Weighting: 40

Quality criterion - Name: Qualité du concept proposé pour l'exercice 3 / Weighting: 20

Cost criterion - Name: Qualité du concept proposé pour l'exercice 1 / Weighting: 40

Cost criterion - Name: Qualité du concept proposé pour l'exercice 2 / Weighting: 40

Cost criterion - Name: Qualité du concept proposé pour l'exercice 3 / Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Voir documents du marché.

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

Ceci est un avis d'attribution de marché.

Section IV: Procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 204-496706](#)

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

Contract No: 2020.49

Lot No: 1

Title:

Agence d'activation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Barnyard collective BV

Postal address: Dendermondestraat 44

Town: Antwerpen

NUTS code: BE211 Arr. Antwerpen

Postal code: 2018

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 2 320 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020.49

Lot No: 1

Title:

Agences d'activation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Butik BV

Postal address: Titanstraat 4

Town: Hemiksem

NUTS code: BE211 Arr. Antwerpen

Postal code: 2620

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 2 320 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020.49

Lot No: 1

Title:

Agences d'activation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Sportizon NV

Postal address: Radiatorenstraat 23

Town: Vilvoorde

NUTS code: BE241 Arr. Halle-Vilvoorde
Postal code: 1800
Country: Belgium
The contractor is an SME: yes

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

Total value of the contract/lot: 2 320 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020.49

Lot No: 1

Title:

Agences d'activation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: The Oval Office BVBA

Postal address: Mechelsesteenweg 271, b10 1

Town: Anvers

NUTS code: BE211 Arr. Antwerpen

Postal code: 2018

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 2 320 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020.49

Lot No: 1

Title:

Agence d'activation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: VO communication SA

Postal address: Rue de Stalle 142

Town: Bruxelles

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

Postal code: 1180

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 2 320 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Ceci est un avis d'attribution du marché.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Internet address: <http://www.conseil-etat.be>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Quinze jours: demande de suspension contre la décision motivée commentée.

60 jours: recours en annulation.

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

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Internet address: <http://www.conseil-etat.be>

VI.5. Date of dispatch of this notice

26/05/2021

