

Germany-Leverkusen: Advertising and marketing services
OJ S 119/2020 22/06/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Einkaufsverbund der Krankenkassen (EVdK)

National registration number: N/A

Postal address: Breidenbachstraße 56

Town: Leverkusen

NUTS code: DEA24 Leverkusen, Kreisfreie Stadt

Postal code: 51373

Country: Germany

Contact person: Patrick Sauerzapfe

E-mail: patrick.sauerzapfe@evdk.com

Telephone: +49 214322963909

Fax: +49 214322969909

Internet address(es):

Main address: <http://evdk.com/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/339810>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Werbeagentur

Reference number: 1022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Abschluss eines Rahmenvertrags über die Leistungen einer Werbeagentur für die hkk Krankenkasse.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 847 058,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: DE50 Bremen

Main site or place of performance: Bremen

II.2.4. Description of the procurement

Abschluss eines Rahmenvertrags über die Leistungen einer Werbeagentur für die hkk Krankenkasse.

II.2.5. Award criteria

Quality criterion - Name: Fachlichkeit / Weighting: 50 %

Price - Weighting: 50 %

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

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

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: [2019/S 220-540029](#)

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: 1

Title:

Werbeagentur

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/06/2020

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: attentus Gesellschaft für Marketing und Kommunikation mbH

Town: Bremen

NUTS code: DE501 Bremen, Kreisfreie Stadt

Postal code: 28355

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 847 058,00 EUR

Lowest offer: 1,00 EUR / Highest offer: 1,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Telephone: +49 22894990

Fax: +49 2289499163

VI.4.2. Body responsible for mediation procedures

Official name: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Telephone: +49 22894990

Fax: +49 2289499163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Die Vergabestelle verweist auf die Regelungen zur Rechtsbehelfsfristen und Präklusionsbestimmungen nach

§ 160 Absatz 1 bis 3 GWB.

Ein Antrag auf Nachprüfung ist binnen 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, an die Vergabekammern des Bundes, Villemombler Straße 76, 53123 Bonn, Tel.: 0228 9499-0, Fax: 0228 9499-163, vk@bundeskartellamt.bund.de gemäß Punkt VI.4.1) zu stellen.

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

Official name: Einkaufsverbund der Krankenkassen (EVdK)

Postal address: Breidenbachstr. 56

Town: Leverkusen

Postal code: 51373

Country: Germany

E-mail: christina.friebe@evdk.com

Telephone: +49 214322963906

Fax: +49 214322969906

Internet address: <http://evdk.com/>

VI.5. Date of dispatch of this notice

18/06/2020