

**Netherlands-Amsterdam: Marketing services**

OJ S 124/2019 01/07/2019

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Duits Verkeersbureau

Postal address: Amstelveenseweg 642

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1081 JJ

Country: Netherlands

Contact person: Manuela Hagener

E-mail: [manuela.hagener@d-z-t.com](mailto:manuela.hagener@d-z-t.com)

Telephone: +31 203113926

**Internet address(es):**Main address: <http://www.germany.travel/en/germany/about-us/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

Tenders or requests to participate must be submitted to the abovementioned address

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

European institution/agency or international organisation

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

---

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

Het Duits Verkeersbureau zoekt een 'Full-service Mediabureau'

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Voor 2019/2020 zoekt het Duits Verkeersbureau een gekwalificeerd full-service Mediabureau dat ons bij het realiseren van verschillende marketingcampagnes ondersteunt. Het doel van de marketingcampagnes is enerzijds om in reizen geïnteresseerde consumenten naar onze campagnepagina's te halen en anderzijds om brand awareness voor het vakantieland Duitsland te creëren. Het is belangrijk dat uitgesloten wordt dat onlinemaatregelen, zoals data-targeting, niet op politiek incorrecte pagina's landen en de opdracht van de DZT schaden (trefwoord: 'Brand safety check').

#### **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: NL Nederland

Main site or place of performance: Nederland

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

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

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

Criteria below

Price

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Afhankelijk van de resultaten die aan het einde van de samenwerkingsperiode (12 maanden vanaf contractsluiting) worden geëvalueerd, bestaat de mogelijkheid om het contract met maximaal 12 maanden te verlengen.

#### **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**

---

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

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

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

List and brief description of selection criteria:

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

Minimum level(s) of standards possibly required:

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

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

List and brief description of selection criteria:

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

Minimum level(s) of standards possibly required:

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

## **Section IV: Procedure**

---

### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 15/07/2019 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**

Dutch

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 23/07/2019

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

Date: 15/07/2019 Local time: 12:00

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Zie <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

### **VI.4. Procedures for review**

#### **VI.4.1.**

**Review body**

Official name: Deutsche Zentrale für Tourismus e.V

Postal address: Beethovenstraße 69

Town: Frankfurt

Postal code: 60325

Country: Germany

E-mail: [daniel.volaric@d-z-t.com](mailto:daniel.volaric@d-z-t.com)

Internet address: <http://www.germany.travel>

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

27/06/2019