

**Netherlands-Venlo: Advertising and marketing services**  
**OJ S 101/2023 26/05/2023**  
**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: Gemeente Venlo  
National registration number: 54364892  
Postal address: Hanzemplaats 1  
Town: Venlo  
NUTS code: NL Nederland  
Postal code: 5912 AT  
Country: Netherlands  
Contact person: Vera Horsch  
E-mail: [inkoop@venlo.nl](mailto:inkoop@venlo.nl)  
Telephone: +31 773596666  
Fax: +31 773596766  
**Internet address(es):**  
Main address: <http://www.venlo.nl>

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

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Communicatiediensten gemeente Venlo  
Reference number: 1816567

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het leveren van communicatieadvies, ontwikkelen van communicatiestrategie, het uitvoeren van campagnes en het ontwikkelen en produceren van communicatiemiddelen.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 000 000,00 EUR

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

##### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

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

NUTS code: NL421 Noord-Limburg

Main site or place of performance: Venlo

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

Op basis van de historische factuurwaarde bedraagt de gemiddelde opdrachtwaarde voor communicatiediensten jaarlijks gemiddeld €220.000 excl. btw.

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

Quality criterion - Name: Kwaliteit / Weighting: 100

Price - Weighting: 0

##### **II.2.11. Information about options**

Options: yes

Description of options:

De raamovereenkomst wordt aangegaan voor de duur van 2 jaar

##### **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**

Open 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: yes

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

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

Notice number in the OJ S: [2022/S 141-403790](#)

##### **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:** 1

**Title:**

Communicatiediensten gemeente Venlo

A contract/lot is awarded: yes

**V.2. Award of contract**

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

29/11/2022

**V.2.2. Information about tenders**

Number of tenders received: 15

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: yes

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

Official name: Spiegel Reclamestudio B.V.

National registration number: 17165720

Postal address: Martinetstraat 32

Town: DEURNE

NUTS code: NL Nederland

Postal code: 5751KR

Country: Netherlands

E-mail: [info@spiegel.nl](mailto:info@spiegel.nl)

Telephone: +31 493317183

Internet address: <http://www.spiegel.nl>

The contractor is an SME: yes

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

Official name: Social Banana

National registration number: 73047708

Postal address: Burgemeester van Rijnsingel 20

Town: Venlo

NUTS code: NL Nederland

Postal code: 5913AN

Country: Netherlands

The contractor is an SME: yes

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

Official name: Connect B.V.

National registration number: 68509227

Postal address: Kastanjelaan 400

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5616LZ

Country: Netherlands

E-mail: [info@connect-nederland.nl](mailto:info@connect-nederland.nl)

Telephone: +31 0403098001

Fax: +32 11456820

Internet address: <http://www.connect-nederland.nl>

The contractor is an SME: yes

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

Official name: Zuiderlicht BV  
National registration number: 14625281  
Postal address: Kommel 18  
Town: MAASTRICHT  
NUTS code: NL Nederland  
Postal code: 6211NZ  
Country: Netherlands  
E-mail: [carlijn@zuiderlicht.nl](mailto:carlijn@zuiderlicht.nl)  
Telephone: +31 621581497  
Internet address: <http://www.zuiderlicht.nl>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 220 000,00 EUR  
Total value of the contract/lot: 1 000 000,00 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: Rechtbank Limburg  
Postal address: Postbus 1988  
Town: Maastricht  
Postal code: 6201 BZ  
Country: Netherlands  
E-mail: [rechtbanklimburg@rechtspraak.nl](mailto:rechtbanklimburg@rechtspraak.nl)  
Telephone: +31 433465465  
Fax: +31 438885788  
Internet address: <http://www.rechtspraak.nl>

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

24/05/2023