

**Netherlands-Almere: Advertising and marketing services**  
**OJ S 119/2021 22/06/2021**  
**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: Floriade Almere 2022 bv

Town: Almere

NUTS code: NL23 Flevoland

Country: Netherlands

Contact person: Pauline Bos

E-mail: [pauline.bos@floriade.com](mailto:pauline.bos@floriade.com)

**Internet address(es):**

Main address: <https://floriade.com/nl/>

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

Regional or local authority

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

Media bureau('s) voor traditionele en digitale/nieuwe media

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het adviseren, uitwerken en inkopen van media ten behoeve van Floriade Expo 2022 campagnes. Daarnaast valt ook onder de opdracht de coördinatie van materialen, het monitoren, het bijsturen waar relevant en het rapporteren van de behaalde resultaten, inclusief bewijsmateriaal van de plaatsingen. Voor de opdracht is een splitsing gemaakt in twee percelen:

1. Traditionele media inkoop (TV, radio, print, outdoor en cross mediaal)

2. Digitale en nieuw media inkoop (Display en video advertising, paid search, social media en overige nieuwe media)

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 2 300 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Media inkoop; 1. Traditionele media inkoop (TV, radio, print, outdoor en cross mediaal)  
Lot No: 1

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

79000000 Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS code: NL23 Flevoland  
Main site or place of performance: Almere

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

De aanbesteding is voor het leveren van diensten welke verbonden zijn aan het inkopen van mediaruimte, hierna te noemen Media-inkoop.

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

Quality criterion - Name: ervaring en werkwijze team / Weighting: 20  
Quality criterion - Name: creativiteit / Weighting: 30  
Quality criterion - Name: samenwerking / Weighting: 20  
Price - Weighting: 30

### **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**

## **II.2. Description**

### **II.2.1. Title**

Media Inkoop: 2. Digitale en nieuw media inkoop (Display en video advertising, paid search, social media en overige nieuwe media)  
Lot No: 2

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

79000000 Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS code: NL230 Flevoland  
Main site or place of performance: Almere

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

Aanbesteding voor het leveren van diensten welke verbonden zijn aan het inkopen van mediaruimte, hierna te noemen Media-inkoop.

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

Quality criterion - Name: Ervaring en werkwijze team / Weighting: 15

Quality criterion - Name: Creativiteit / Weighting: 30  
Quality criterion - Name: Samenwerking / Weighting: 15  
Quality criterion - Name: Performance marketing / Weighting: 20  
Price - Weighting: 20

#### **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**

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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: [2021/S 035-087037](#)

##### **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

**Lot No:** 1

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

01/06/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: Candid Group bv

Town: Amsterdam  
NUTS code: NL3 West-Nederland  
Country: Netherlands  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 380 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 2**

**Lot No: 2**

**Title:**

Digitale en nieuw media inkoop (Display en video advertising, paid search, social media en overige nieuwe media)

A contract/lot is awarded: yes

**V.2. Award of contract**

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

01/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 6

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

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

Official name: Candid Group bv  
Town: Amsterdam  
NUTS code: NL32 Noord-Holland  
Country: Netherlands  
The contractor is an SME: yes

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

Total value of the contract/lot: 920 000,00 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 Almere  
Town: Almere  
Country: Netherlands

**VI.5.**

**Date of dispatch of this notice**

18/06/2021