

Belgium-Brussels: Advertising and marketing services
OJ S 105/2023 02/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Smals

National registration number: 0406.798.006_22478

Postal address: avenue Fonsny 20

Town: Bruxelles

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

Postal code: 1060

Country: Belgium

Contact person: C. Stoquart

E-mail: tenders@Smals.be

Telephone: +32 27875898

Internet address(es):

Main address: <http://www.smals.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=483370>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Voir informations complémentaires.

I.5. Main activity

Other activity: Voir informations complémentaires.

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication et Marketing

Reference number: Smals-BB-001.006/2022-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché concerne les prestations dans le domaine de la communication et du marketing

notamment

- la communication corporate et le marketing (offre de conseils en matière de stratégie et de créativité, animation

- multimédia, radioproduction, TV, ...),

- les field marketing et event marketing,

- les public relations et relations avec la presse.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 60 066 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416200 Public relations consultancy services, 79342000 Marketing services

II.2.3. Place of performance

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

Main site or place of performance: Agglomération bruxelloise

II.2.4. Description of the procurement

Le présent marché concerne les prestations dans le domaine de la communication et du marketing

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- multimédia, radioproduction, TV, ...),

- les field marketing et event marketing,

- les public relations et relations avec la presse.

II.2.5. Award criteria

Quality criterion - Name: Conditions administratives et commerciales / Weighting: 10

Quality criterion - Name: L'équipe / Weighting: 10

Quality criterion - Name: Exercice de simulation / Weighting: 40

Quality criterion - Name: Les délais d'exécution / Weighting: 10

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

Smals est une association d'institutions publiques de sécurité sociale, du secteur des

soins de santé et de services publics ayant comme mission de soutenir et d'encadrer de façon proactive et durable les acteurs

du secteur social, des soins de santé et de l'Etat dans leur gestion de l'information, de manière qu'ils puissent offrir à leurs

utilisateurs un service efficient et efficace.

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: [2022/S 089-243335](#)

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

Lot No: 1

Title:

Communication et marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/05/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: RCA / Bridgeneers / Deloitte Consulting and Advisory

Postal address: Konigin Astridlaan 38

Town: Hasselt

NUTS code: BE224 Arr. Hasselt

Postal code: 3500

Country: Belgium

E-mail: tom.vandenbergh@rca.be

The contractor is an SME: no

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

Total value of the contract/lot: 60 066 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

Mécanisme de cascade ou mini-compétition:

1. RCA - Konigin Astridlaan 38 - 3500 Hasselt - tom.vandenbergh@rca.be
2. Bridgeneers - Vaartdijk 3b 601 - 3018 Wijnmaal - piet@bridgeneers.be
3. Deloitte - Luchthaven Brussel Nationaal 1J - 1930 Zaventem - pdelhez@deloitte.com

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Tribunal de première instance de Bruxelles

Postal address: Rue des Quatres Bras 13

Town: Bruxelles

Postal code: 1000

Country: Belgium

Internet address: <http://www.cass.be/premiere-instance/bruxelles>

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

Official name: Smals asbl

Postal address: avenue Fonsny 20

Town: Bruxelles

Postal code: 1060

Country: Belgium

E-mail: tenders@Smals.be

VI.5. Date of dispatch of this notice

30/05/2023