

**Netherlands-Houten: Advertising and marketing services**  
**OJ S 127/2021 05/07/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stichting De Drie AOCs

National registration number: 516147630

Postal address: De Molen 94

Town: Houten

NUTS code: NL Nederland

Postal code: 3995 AX

Country: Netherlands

Contact person: Karin Reitsma-Hooijmans

E-mail: [karin@karinreitsma.nl](mailto:karin@karinreitsma.nl)

Telephone: +31 617680328

**Internet address(es):**

Main address: <http://www.wellant.citaverde.helicon.nl>

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

Body governed by public law

**I.5. Main activity**

Education

---

**Section II: Object**

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

**II.1.1. Title**

Vertaling van communicatie en marketing strategie naar online experience

Reference number: 211002

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het doel van deze aanbesteding is één (1) overeenkomst af te sluiten met 1 (één) Opdrachtnemer.

Vanaf 1 augustus 2021 wil Stichting De Drie AOCs zich profileren en werven vanuit Yuverta als eenheid. Wij zijn ons er terdege van bewust dat gezien de korte tijdsperiode tussen gunning en 1 augustus 2021, het niet haalbaar is om m.i.v. 1 augustus 2021 de meest optimale online experience te hebben.

Per 1 april 2022 wil De Drie AOCs wél werken met een optimale online experience om haar doelstellingen te behalen.

In de overgangperiode tussen 1 augustus 2021 en 1 april 2022, zal Stichting De Drie AOCs gebruik maken van de huidige online middelen (in de huisstijl van Yuverta) én online paid en owned campagnes van Yuverta op diverse online kanalen.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 100,00 EUR

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

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

72000000 IT services: consulting, software development, Internet and support

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

NUTS code: NL Nederland

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Houten

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

> 214.000 euro

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

Quality criterion - Name: Prijs / Weighting: 0

Price - Weighting: 0

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

Options: yes

Description of options:

De overeenkomst wordt aangegaan voor een periode van 3 jaar. De verwachte ingangsdatum is 16 juni 2021 de overeenkomst eindigt alsdan op 15 juni 2024. Daarna is er mogelijkheid (eenzijdig door ons uit te oefenen) tot verlenging.

We verlengen de overeenkomst maximaal één keer voor maximaal 2 jaar de overeenkomst eindigt alsdan op 15 juni 2026.

#### **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**

##### **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 030-073939](#)

### **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:**

Vertaling van communicatie en marketing strategie naar online experience

A contract/lot is awarded: yes

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

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

28/06/2021

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

Number of tenders received: 6

Number of tenders received by electronic means: 3

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

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

Official name: Social Inc. B.V.

National registration number: 37153193

Postal address: Stroombaan 4

Town: Amstelveen

NUTS code: NL Nederland

Postal code: 1181VX

Country: Netherlands

E-mail: [sonja@socialinc.nl](mailto:sonja@socialinc.nl)

Telephone: +31 653635635

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

The contractor is an SME: yes

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

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

#### **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: [www.rechtspraak.nl](http://www.rechtspraak.nl)

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: [mediation.rb.denhaag@rechtspraak.nl](mailto:mediation.rb.denhaag@rechtspraak.nl)

Telephone: +31 883622000

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

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

30/06/2021