

**Netherlands-Eindhoven: Advertising and marketing services**  
**OJ S 109/2023 08/06/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Fontys Hogeschool

National registration number: 391650280

Postal address: Het Eeuwsel 2

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5612 AS

Country: Netherlands

Contact person: Sander Clement

E-mail: [inkoop@fontys.nl](mailto:inkoop@fontys.nl)

Telephone: +31 885071444

**Internet address(es):**

Main address: <http://www.fontys.nl/inkoop>

**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**

Onderhandelingsprocedure Perceel 4 Mediaplantsingen

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Deze opdracht betreft perceel 4 Mediaplantsingen, betreffende online media voor de Duitse markt.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 200 000,00 EUR

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

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

Perceel 4. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnemanage...

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: NL4 Zuid-Nederland

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

De totale uitgaven in dit perceel bedragen ca € 50.000 op jaarbasis.

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

Quality criterion - Name: Kwaliteit / Weighting: 100

Price - Weighting: 0

#### **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**

---

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

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

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- No tenders or no suitable tenders/requests to participate in response to open procedure

Explanation:

Geen of geen geschikte inschrijving / aanvraag in het kader van een openbare procedure gepubliceerd op TenderNed op 20 juli 2022 onder nummer TN368337.

##### **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.2.8. 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:**

P1 Perceel 4. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagneman...

A contract/lot is awarded: yes

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

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

01/02/2023

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

Number of tenders received: 1

Number of tenders received by electronic means: 0

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

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

Official name: LocalPerformance GmbH

National registration number: HRB 175774

Postal address: Leopoldstraße 53

Town: München

NUTS code: DE Deutschland

Postal code: 80802

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 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: Rechtbank Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

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

Telephone: +31 736202020

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

**VI.4.2. Body responsible for mediation procedures**

Official name: Klachtenmeldpunt aanbestedingen (KMPA)

Town: Eindhoven

Country: Netherlands

E-mail: [kmpa@fontys.nl](mailto:kmpa@fontys.nl)

Internet address: <https://fontys.nl/Over-Fontys/Inkoop/Inkoopprocedure/Klachten-aanbestedingen.htm>

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

03/06/2023