

Germany-Wiesbaden: Advertising and marketing services
OJ S 132/2021 12/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: HA Hessen Agentur GmbH, Zentrale Beschaffung

Postal address: Konradinerallee 9

Town: Wiesbaden

NUTS code: DE7 Hessen

Postal code: 65189

Country: Germany

Contact person: Zentrale Beschaffung

E-mail: beschaffung@hessen-agentur.de

Telephone: +49 611-95017-8257

Fax: +49 611-95017-8415

Internet address(es):

Main address: <https://www.hessen-agentur.de>

I.4. Type of the contracting authority

Other type: Wirtschaftsförderungsgesellschaft des Landes Hessen

I.5. Main activity

Other activity: Wirtschaftsförderung

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Werbe-Plakatierung: Buchung von 18/1 Großflächen und City Lights (Out of Home) in Hessen

Reference number: 2021-V-0048

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

In Hessen ist unmittelbar nach Auftragserteilung auf Abruf für die Zeitdauer von zwei (voraussichtlich aufeinanderfolgenden) Dekaden eine Plakatierung durchzuführen. Es ist beabsichtigt für eine variable Anzahl (bis 25) an Landkreisen/kreisfreien Städten für zwei aufeinander folgende Dekaden, jeweils ca. 85 City Lights und 272 Großflächen (18/1), zu buchen.

In folgenden hessischen Landkreisen und kreisfreien Städten sollen die Plakate je nach Buchung der Werbeflächen sichtbar sein:

Landkreise: Bergstraße, Darmstadt-Dieburg, Fulda, Gießen, Groß-Gerau, Hersfeld-Rotenburg, Hochtaunuskreis, Kassel, Lahn-Dill-Kreis, Limburg-Weilburg, Main-Taunus-Kreis, Marburg-Biedenkopf, Odenwaldkreis, Offenbach, Rheingau-Taunus-Kreis, Schwalm-Eder-Kreis, Vogelsbergkreis, Waldeck-Frankenberg, Werra-Meißner-Kreis, Wetteraukreis.

Kreisfreie Städte: Frankfurt am Main, Kassel, Darmstadt, Offenbach am Main, Wiesbaden.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: DE7 Hessen

II.2.4. Description of the procurement

Ausführliche Leistungsbeschreibung – vgl. Dok-Nr.: 2.

II.2.5. Award criteria

Price

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

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 087-225390](#)

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:

Werbe-Plakatierung: Buchung von 18/1 Großflächen und City Lights (Out of Home) in Hessen

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: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: planus media GmbH

Postal address: Von-Werth-Str. 8

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50670

Country: Germany

E-mail: michael.hilfert@planus-media.de

Telephone: +49 22199385755

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 0,01 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: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt

Postal address: Hilpertstraße 31

Town: Darmstadt

Postal code: 64295

Country: Germany

VI.4.2. Body responsible for mediation procedures

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt

Postal address: Dienstgebäude: Hilpertstraße 31; Fristenbriefkasten: Luisenplatz 2

Town: Darmstadt

Postal code: 64295

Country: Germany

Fax: +49 6151125816

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

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt

Postal address: Dienstgebäude: Hilpertstraße 31; Fristenbriefkasten: Luisenplatz 2

Town: Darmstadt

Postal code: 64295

Country: Germany

Fax: +49 6151125816

VI.5. Date of dispatch of this notice

07/07/2021