

Netherlands-Heerlen: Advertising and marketing services
OJ S 125/2022 01/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Open Universiteit

National registration number: 331569381

Postal address: Valkenburgerweg 177, Postbus 2960, 6401 DL Heerlen

Town: Heerlen

NUTS code: NL Nederland

Postal code: 6419 AT

Country: Netherlands

Contact person: Ruben Obsteter

E-mail: aanbestedingen@ou.nl

Telephone: +31 651530085

Internet address(es):

Main address: <http://www.ou.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

Marketing- en communicatiediensten

Reference number: U2021-6976

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De Open Universiteit heeft behoefte om een niet-openbare aanbesteding uit te voeren voor marketing- en communicatiediensten. Werkzaamheden vallen binnen het gebied van mediastrategie, mediaplanning, media-inkoop en media-administratie (waaronder ook beheer) voor betaalde media. Opdrachtnemer voert deze werkzaamheden uit voor campagnes en losse plaatsingen van de OU. De mediaplantsingen vinden hoofdzakelijk plaats in Nederlandse en Vlaamse media.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 390 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: Heerlen

II.2.4. Description of the procurement

De Open Universiteit is op zoek naar een full-service strategische media- en performance marketingpartner met kennis van de educatiemarkt, de markt en de (media)doelgroepen (zoals verderop omschreven), die de Open Universiteit bedient, het bijbehorende medialandschap en het keuzegedrag in relatie tot deeltijd- en online opleidingen. Diensten hebben betrekking op het adviseren over, het inkopen van media, het opzetten van en produceren van (media)campagnes voor de Open Universiteit, zowel online als offline. Tevens vindt er terugkoppeling plaats van de resultaten in de vorm van rapportages en adviezen.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 0

Cost criterion - Name: Prijs / Weighting: 0

II.2.11. Information about options

Options: yes

Description of options:

Verlenging initiële looptijd van de raamovereenkomst.

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

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 166-435006](#)

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:

Marketing- en communicatiediensten

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/05/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: ZIGT Mediabureau B.V.

National registration number: 34150951

Postal address: Polarisavenue 175

Town: HOOFDDORP

NUTS code: NL Nederland

Postal code: 2132JJ

Country: Netherlands

Telephone: +31 235540650

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

The contractor is an SME: yes

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

Total value of the contract/lot: 3 390 000,00 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: Open Universiteit

Town: Heerlen

Country: Netherlands

E-mail: aanbestedingen@ou.nl

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

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

Official name: R. Obsteter

Town: Heerlen

Country: Netherlands

E-mail: aanbestedingen@ou.nl

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

VI.5. Date of dispatch of this notice

27/06/2022