

Belgium-Blankenberge: Public relations services
OJ S 167/2018 31/08/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stad Blankenberge
National registration number: 0206.684.927
Postal address: J.F. Kennedylein 1
Town: Blankenberge
NUTS code: BE251 Arr. Brugge
Postal code: 8370
Country: Belgium
Contact person: Mevrouw Celine Claeys
E-mail: celine.claeys@blankenberge.be
Telephone: +32 50636620
Fax: +32 50636404
Internet address(es):
Main address: www.blankenberge.be

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Raamcontract voor het ondersteunen vd communicatienoden vd stad Blankenberge
Reference number: DC/CC/2018-01

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Zie II.2.4

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 156 742,34 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE251 Arr. Brugge

Main site or place of performance: Blankenberge

II.2.4. Description of the procurement

Het verzorgen van lopende communicatieprojecten alsook het verzorgen van nieuwe communicatie-initiatieven zoals de merkpositionering van stad Blankenberge, de ontwikkeling van concepten en creaties voor evenementen, publiciteitscampagnes en ad hoc publicaties voor verschillende mediatypes (offline en online), de opmaak van allerlei drukwerk (affiches, flyers, brochures en dergelijke) en sociale media.

Het bureau kan ook gevraagd worden om als klankbord te dienen voor bepaalde projecten en ook de mogelijkheid gegeven worden om advies te geven en/of voorstellen te doen inzake communicatietechnieken, ontwikkeling van campagnes, gebruik van sociale media en dergelijke.

Het raamcontract wordt gegund voor 2 jaar en is met 2x 1 jaar uitbreidbaar. De minimale omzet bedraagt 50 000 EUR per jaar.

II.2.5. Award criteria

Quality criterion - Name: Creativiteit van bestaand portfolio / Weighting: 20

Quality criterion - Name: Affiniteit met Blankenberge / Weighting: 10

Quality criterion - Name: Uitwerking creatieve case / Weighting: 40

Quality criterion - Name: Creativiteit en toepasbaarheid van het nieuwe voorstel / Weighting: 40

Quality criterion - Name: Visie & begrip van het merk/product Blankenberge / Weighting: 40

Quality criterion - Name: Toelichting voorstel / Weighting: 20

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

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: [2018/S 084-189803](#)

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: DC/CC/2018-01

Lot No: 1

Title:

Raamcontract voor het ondersteunen vd communicatienoden vd stad Blankenberge

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/08/2018

V.2.2. Information about tenders

Number of tenders received: 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

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

V.2.3. Name and address of the contractor

Official name: Skinn BVBA

Postal address: Pathoekeweg 9, Bus 5

Town: Brugge

NUTS code: BE Belgique / België

Postal code: 8000

Country: Belgium

E-mail: kurt@skinn.be

Telephone: +32 50312832

Fax: +32 50312833

The contractor is an SME: no

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

Total value of the contract/lot: 156 742,34 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: Raad van State

Town: Brussel

Postal code: 1040

Country: Belgium

VI.5. Date of dispatch of this notice

29/08/2018