

**Netherlands-Rotterdam: Advertising and marketing services**  
**OJ S 144/2021 28/07/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Grafisch Lyceum Rotterdam

National registration number: 332432839

Postal address: Heer Bokelweg 255

Town: Rotterdam

NUTS code: NL Nederland

Postal code: 3032 AD

Country: Netherlands

Contact person: Inkoop Meesters

E-mail: [post@inkoopmeesters.nl](mailto:post@inkoopmeesters.nl)

**Internet address(es):**

Main address: <http://www.glr.nl>

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Mediabureau

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het ontwikkelen van een online en offline mediastrategie en de uitvoering en evaluatie hiervan voor (het bereiken van) de doelgroep van het GLR (leerlingen 10-12 jaar en hun ouders en jongeren van 15-18 jaar en hun ouders).

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 150 000,00 EUR

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

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

NUTS code: NL Nederland

NUTS code: NL33C Groot-Rijnmond

Main site or place of performance: Rotterdam.

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

De omvang van de opdracht is: jaarlijks een bedrag van 150 000,- EUR inclusief btw voor de opdracht zoals benoemd onder paragraaf 2.2. Aan dit bedrag kunnen geen rechten worden ontleend en biedt geen enkele garantie voor de te realiseren omzet.

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

Quality criterion - Name: Kwaliteit / Weighting: 60

Price - Weighting: 40

#### **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**

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

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

Open 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: [2020/S 222-545399](#)

#### **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**

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**Contract No:** 1

**Title:**

Mediabureau

A contract/lot is awarded: yes

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

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

01/03/2021

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

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

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

Official name: Auke Smits Publiciteit bv

National registration number: 27137918

Postal address: Van Alkemadelaan 68

Town: 's-Gravenhage

NUTS code: NL Nederland

Postal code: 2597 AN

Country: Netherlands

E-mail: [r.engelen@aukesmits.nl](mailto:r.engelen@aukesmits.nl)

Telephone: +31 703248025

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 150 000,00 EUR

Total value of the contract/lot: 150 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Rechtbank Rotterdam

Town: Rotterdam

Country: Netherlands

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

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

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

23/07/2021