

Netherlands-Assen: Advertising and marketing services
OJ S 135/2022 15/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Openbaar Lichaam OV-bureau Groningen Drenthe

National registration number: 46751740

Postal address: Overcingellaan 15 E

Town: ASSEN

NUTS code: NL Nederland

Postal code: 9401LA

Country: Netherlands

Contact person: Rixt Don

E-mail: marcomaanbesteding@ovbureau.nl

Telephone: +31 592860044

Internet address(es):

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

I.4. Type of the contracting authority

Other type: Publiekrechtelijke Rechtspersoon: Openbaar Lichaam op basis van gemeenschappelijke regeling

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing- en communicatiediensten OV-bureau Groningen Drenthe

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Aanbesteding marketing en communicatiediensten

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 0,02 EUR

II.2. Description

II.2.1. Title

Reclame- en marketingdiensten

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL11 Groningen

NUTS code: NL13 Drenthe

Main site or place of performance: provincies Groningen en Drenthe

II.2.4. Description of the procurement

De indicatieve raming van de opdrachtsom voor dit perceel, bestaande uit de vergoedingen aan het bureau zelf, dus zonder kosten van derden, zoals fotografen, drukkers, cateraars e.d. is als volgt:

100.000 euro per jaar (excl. BTW)

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

verlenging

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

II.2. Description

II.2.1. Title

Online marketing

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL11 Groningen

NUTS code: NL13 Drenthe

Main site or place of performance: provincies Groningen en Drenthe

II.2.4. Description of the procurement

Indicatieve raming van de totale opdrachtsom voor dit perceel, bestaande uit de vergoedingen aan het bureau zelf, dus zonder kosten van derden zoals drukkers, cateraars e.d. is als volgt:

30.000 euro per jaar (excl. BTW).

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

verlenging

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: [2022/S 030-076045](#)

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 Reclame- en marketingdiensten

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/06/2022

V.2.2. Information about tenders

Number of tenders received: 4

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: Blauwe Zone B.V.

National registration number: 72042834

Postal address: Schrans 26

Town: LEEUWARDEN

NUTS code: NL Nederland

Postal code: 8932NE

Country: Netherlands

E-mail: post@blauwe.zone

Telephone: +31 588200000

Internet address: <http://www.blauwe.zone>

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2

Lot No: 2

Title:

P2 Online marketing

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

13/06/2022

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: SocialMediaMen B.V.

National registration number: 66388473

Postal address: Van Beuningenstraat 183 3

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1051 XP

Country: Netherlands

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

The contractor is an SME: yes

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

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: Rechtbank Noord-Nederland

Town: Assen

Country: Netherlands

E-mail: info.rechtbanknoordnederland@rechtspraak.nl

Telephone: +31 883614444

Internet address: <http://www.rechtspraak.nl/organisatie/rechtbanken/noord-nederland/pages/default.aspx>

VI.5. Date of dispatch of this notice

12/07/2022