

Germany-Düsseldorf: Government services
OJ S 174/2018 11/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministerium für Kinder, Familie, Flüchtlinge und Integration des Landes
Nordrhein-Westfalen

Postal address: Haroldstr. 4

Town: Düsseldorf

NUTS code: DEA1 Düsseldorf

Postal code: 40213

Country: Germany

E-mail: robert.buck@mkffi.nrw.de

Telephone: +49 211837-2416

Fax: +49 211837-3107

Internet address(es):

Main address: www.mkffi.nrw

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

Entwicklung einer Dachmarke und einer Crossmedia-Kampagne „Einwanderungsland NRW –
Gesichter der Integration“ (Arbeitstitel)

Reference number: 23/2018

II.1.2. Main CPV code

75131000 Government services

II.1.3. Type of contract

Services

II.1.4. Short description

Auftrag zur Entwicklung einer Dachmarke und einer Crossmedia-Kampagne
„Einwanderungsland NRW – Gesichter der Integration“ (Arbeitstitel)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 498 610,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DEA Nordrhein-Westfalen

Main site or place of performance: 40213

II.2.4. Description of the procurement

Der Auftrag umfasst folgende Leistungsbestandteile:

- Entwicklung einer Dachmarke (inkl. Logo und Claim),
- Entwicklung eines Corporate Designs in Anlehnung an das MKFFI-Design,
- Digitale Präsentation der Dachmarke,
- Entwicklung eines Social Media-Konzeptes,
- Entwicklung von Plakaten und Printmedien,
- Entwicklung von Veranstaltungsformaten,
- Gewinnung von Testimonials für die Dachkampagne,
- Interviews, Fotos und Videos der „Vorbilder“ für die Dachkampagne.

II.2.5. Award criteria

Quality criterion - Name: Kreativität des Konzeptes / Weighting: 40

Quality criterion - Name: Zweckmäßigkeit des Konzeptes / Weighting: 25

Cost criterion - Name: Höhe des Festpreises inklusive Umsatzsteuer / Weighting: 30

Cost criterion - Name: Höhe des Stundensatzes für die optionalen Leistungen inklusive Umsatzsteuer / Weighting: 5

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

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 145-332232](#)

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: 23/2018

Title:

Entwicklung einer Dachmarke und einer Crossmedia-Kampagne „Einwanderungsland NRW – Gesichter der Integration“ (Arbeitstitel)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/09/2018

V.2.2. Information about tenders

Number of tenders received: 6

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: 6

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: GROW GmbH & Co. KG

Postal address: Kaistraße 4a

Town: Düsseldorf

NUTS code: DEA11 Düsseldorf, Kreisfreie Stadt

Postal code: 40221

Country: Germany

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: ep communication GmbH

Postal address: Bayenthalgürtel 7

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50968

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 498 610,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Rheinland – Spruchkörper Düsseldorf über Bezirksregierung Düsseldorf

Postal address: Am Bonnhof 35

Town: Düsseldorf

Postal code: 40474

Country: Germany

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

Official name: Vergabekammer Rheinland – Spruchkörper Düsseldorf über Bezirksregierung Düsseldorf

Postal address: Am Bonnhof 35

Town: Düsseldorf

Postal code: 40474

Country: Germany

VI.5. Date of dispatch of this notice

10/09/2018