

Netherlands-The Hague: Advertising and marketing services
OJ S 125/2023 03/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministerie van Algemene Zaken, Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: DEN HAAG

NUTS code: NL Nederland

Postal code: 2513 AH

Country: Netherlands

Contact person: Laurens Snijders

E-mail: IUCCommunicatie@minaz.nl

Internet address(es):

Main address: <http://www.rijksoverheid.nl/dpc>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communicatieadvies en -uitvoering (Ea0102)

Reference number: Ea0102

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De te sluiten raamovereenkomsten hebben als doel nadere opdrachtgevers binnen de Rijksoverheid op efficiënte wijze, onder de juiste voorwaarden, tegen marktconforme tarieven en van hoogwaardige kwaliteit van full-service communicatiedienstverlening te voorzien (strategisch advies en coördinatie en uitvoering van middelen). Het doel is om raamovereenkomsten te sluiten met in totaal tien (10) partijen. Vijf (5) partijen binnen perceel 1 en vijf (5) partijen binnen perceel 2.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 120 000 000,00 EUR

II.2. Description

II.2.1. Title

Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De omvang van Perceel 1 is geraamd op 13.500.000,-.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.11. Information about options

Options: yes

Description of options:

Verlengingen

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

Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De omvang van Perceel 2 is geraamd op 15.520.000,-.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.11.

Information about options

Options: yes

Description of options:

Verlengingen

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 068-180480](#)

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 Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2023

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

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

V.2.3.

Name and address of the contractor

Official name: Future Communication Consultants B.V.
National registration number: 30156321
Postal address: Herculesplein 88
Town: UTRECHT
NUTS code: NL Nederland
Postal code: 3584AA
Country: Netherlands
E-mail: tenderdesk@futurecommunication.nl
Telephone: +31 302193902
Internet address: <http://www.futurecommunication.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Babbage Company B.V.
National registration number: 30154318
Postal address: Van Heenvlietlaan 200 A
Town: AMSTERDAM
NUTS code: NL Nederland
Postal code: 1083 CM
Country: Netherlands
E-mail: info@babbage.nl
Telephone: +31 204414707
Internet address: <http://www.babbage.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: DDK
National registration number: 30275340
Postal address: Helling 13
Town: Utrecht
NUTS code: NL Nederland
Postal code: 3523CB
Country: Netherlands
E-mail: melissa@ddk.nl
Telephone: +31 302630631
Fax: +31 686864315
Internet address: <http://www.ddk.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Publiquest, de Communicatie Coöperatie UA
National registration number: 65968565
Postal address: Westhaven 65
Town: GOUDA
NUTS code: NL Nederland
Postal code: 2801PN
Country: Netherlands
E-mail: info@publiquest.nl
Telephone: +31 615221397
Internet address: <http://www.publiquest.nl>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: DPI

National registration number: 27171527

Postal address: Dr Lelykade 56

Town: Den Haag

NUTS code: NL Nederland

Postal code: 2583 CM

Country: Netherlands

E-mail: aanbestedingen@dpi.nl

Telephone: +31 703460679

Fax: +31 704275554

Internet address: <http://www.dpi.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: 13 500 000,00 EUR

Total value of the contract/lot: 60 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

P2 Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2023

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received by electronic means: 9

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

V.2.3. Name and address of the contractor

Official name: Keijzer B.V.

National registration number: 27258171

Postal address: Maliebaan 80 A

Town: UTRECHT

NUTS code: NL Nederland

Postal code: 3581CW

Country: Netherlands

E-mail: informatie@vankeijzer.nl

Telephone: +31 302306939

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

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: NOISE B.V.
National registration number: 10035263
Postal address: Nieuwe Teertuinen 25
Town: AMSTERDAM
NUTS code: NL Nederland
Postal code: 1013LV
Country: Netherlands
E-mail: vincent.rump@makesomenoise.nl
Telephone: +31 205150490
Internet address: <http://www.noise.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: BBK/Door Vriendschap Sterker B.V.
National registration number: 33122603
Postal address: Haarlemmerstraat 124 G
Town: AMSTERDAM
NUTS code: NL Nederland
Postal code: 1013EX
Country: Netherlands
E-mail: m.denhertog@doorvriendschapsterker.nl
Telephone: +31 203059444
Internet address: <http://www.doorvriendschapsterker.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Tappan B.V.
National registration number: 27138598
Postal address: Lange Vijverberg 4
Town: 'S-GRAVENHAGE
NUTS code: NL Nederland
Postal code: 2513AC
Country: Netherlands
E-mail: info@tappan.nl
Telephone: +31 703314850
Internet address: <http://www.tappan.nl>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: MediaMonks B.V.
National registration number: 32084006
Postal address: Oude Amersfoortseweg 125
Town: HILVERSUM
NUTS code: NL Nederland
Postal code: 1212AA
Country: Netherlands
Telephone: +31 356212150
Internet address: <http://www.mediamonks.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 15 520 000,00 EUR

Total value of the contract/lot: 60 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Door de technische onmogelijkheden van Tendered kunnen waardes niet meer aangepast worden. De verkeerde waarde isopgeomen. De maximale omvang van de raamovereenkomsten is in totaal (dus zowel perceel 1 als 2) €60.000.000.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: info@rechtbankdenhaag.nl

Internet address: <http://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

VI.5. Date of dispatch of this notice

28/06/2023