

Germany-Magdeburg: Advertising and marketing services
OJ S 224/2014 20/11/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: IMG – Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH

Postal address: Am Alten Theater 6

Town: Magdeburg

Postal code: 39104

Country: Germany

For the attention of: Frau Annika Jeschke, Frau Bettina Quäschning

E-mail: annika.jeschke@img-sachsen-anhalt.de

Telephone: +49 3915689982

Fax: +49 3915689951

Internet address(es):

General address of the contracting authority: www.visit-luther.com

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

Recreation, culture and religion

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

PR- und Marketingbüro für die Vermarktung der Lutherdekade -Luther 2017 – 500 Jahre Reformation- in Nordamerika.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Magdeburg.

NUTS code DEE03 Magdeburg, Kreisfreie Stadt

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Beauftragung eines PR- und Marketingbüros für die Vermarktung der Lutherdekade „Luther 2017 – 500 Jahre Reformation“ in Nordamerika.

II.1.5. CPV code(s)

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Preis. Weighting 40
2. PR-Marketing-Konzept 2015. Weighting 40
3. Auftragsrelevante Arbeitsproben. Weighting 20

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

01-PRMaLu-2014

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 135-242834](#) of 17.7.2014

Section V: Award of contract

Contract No: 1

Lot title: PR- und Marketingbüro für die Vermarktung der Lutherdekade „Luther 2017 – 500 Jahre Reformation“ in Nordamerika

V.1. Date of conclusion of the contract

13.10.2014

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: TourComm Germany GmbH & Co. KG

Postal address: Olbrichtstraße 21

Town: Weinheim

Postal code: 69469

Country: Germany

E-mail: andrea.adams@tourcomm-germany.com

Telephone: +49 62016020823
Fax: +49 62016020829
Internet address: www.tourcomm-germany.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

Die Angebotsunterlagen sind in zweifacher Ausfertigung in Papierform bei der Vergabestelle einzureichen.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Vergabekammer beim Landesverwaltungsamt Sachsen-Anhalt
Postal address: Ernst-Kamieth-Straße 2
Town: Halle
Postal code: 06112
Country: Germany
Telephone: +49 3455141536
Fax: +49 3455141115

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Auf die Fristen zur Einlegung einer Rüge gemäß § 107 Abs. 3 Nr. 1-3 GWB wird hingewiesen. Insbesondere ist zu beachten, dass ein Nachprüfungsantrag unzulässig ist, wenn mehr als 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, vergangen sind (§ 107 Abs. 3 Nr. 4 GWB).

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

19.11.2014