

400049-2026 - Competition

**Germany – Advertising and marketing services – Rahmenvereinbarung Leadagentur
Mediastrategie und Mediaplanung
OJ S 111/2026 11/06/2026
Contract or concession notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: Hamburg Tourismus GmbH

Email: ausschreibung@marketing.hamburg.de

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Rahmenvereinbarung Leadagentur Mediastrategie und Mediaplanung

Description: Die Hamburg Tourismus GmbH und die Hamburg Marketing GmbH sucht eine Leadagentur für Mediastrategie und Mediaplanung, die kanalübergreifende Mediaaktivitäten strategisch entwickelt, operativ plant, steuert und optimiert.

Procedure identifier: 48c87907-fd46-4968-9c21-31e82ec4a3c6

Internal identifier: VgV-2026_06

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Hamburg (DE600)

Country: Germany

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXP4YNSMKAY#

Legal basis:

Directive 2014/24/EU

vgv -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice, Procurement Document

Breaching of obligations set under purely national exclusion grounds: siehe Unterlagen

5. Lot

5.1. Lot: LOT-0001

Title: Rahmenvereinbarung Leadagentur Mediastrategie und Mediaplanung

Description: Gegenstand der Beschaffung ist der Abschluss einer Rahmenvereinbarung mit einer Leadagentur für Mediastrategie und Mediaplanung. Die Agentur unterstützt die Hamburg Tourismus GmbH bei der strategischen und operativen Planung, Umsetzung, Steuerung und Optimierung kanalübergreifender Mediaaktivitäten zur Steigerung der touristischen Attraktivität Hamburgs, zur Ansprache nationaler und internationaler Zielgruppen sowie zur Förderung des Vertriebs touristischer Produkte

Internal identifier: VgV-2026_06

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Hamburg (DE600)

Country: Germany

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: References on specified works

Description of selection criterion: siehe Unterlagen

5.1.10. Award criteria

Criterion:

Type: Cost

Name: Honorar

Description: siehe Ausschreibungsunterlagen

Category of award fixed criterion: Fixed value (total)

Award criterion number: 30

Criterion:

Type: Quality

Name: Qualität des Angebots

Description: siehe Ausschreibungsunterlagen

Category of award fixed criterion: Fixed value (total)

Award criterion number: 70

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Deadline for requesting additional information: 10/06/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.dtyp.de/Satellite/notice/CXP4YNSMKAY/documents>

Ad hoc communication channel:

URL: <https://www.dtyp.de/Satellite/notice/CXP4YNSMKAY>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.dtyp.de/Satellite/notice/CXP4YNSMKAY>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Required

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 16/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 48 Months

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: -

Information about public opening:

Opening date: 16/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: siehe Unterlagen

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: siehe Unterlagen

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Hamburg Tourismus GmbH

Information about review deadlines: siehe Unterlagen

Organisation providing additional information about the procurement procedure: Hamburg Tourismus GmbH

Organisation receiving requests to participate: Hamburg Tourismus GmbH

8. Organisations

8.1. ORG-0001

Official name: Hamburg Tourismus GmbH

Registration number: HRB 24469

Postal address: Wexstraße 7
Town: Hamburg
Postcode: 20355
Country subdivision (NUTS): Hamburg (DE600)
Country: Germany
Email: ausschreibung@marketing.hamburg.de
Telephone: +49 4030051-300
Internet address: <https://www.hamburg-tourism.de/>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation receiving requests to participate

8.1. ORG-0002

Official name: Hamburg Tourismus GmbH
Registration number: HRB 24469
Postal address: Wexstraße 7
Town: Hamburg
Postcode: 20355
Country subdivision (NUTS): Hamburg (DE600)
Country: Germany
Email: ausschreibung@marketing.hamburg.de
Telephone: +49 4030051-300
Internet address: <https://www.hamburg-tourism.de/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)
Registration number: 0204:994-DOEVD-83
Town: Bonn
Postcode: 53119
Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Country: Germany
Email: noreply.esender_hub@bescha.bund.de
Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 5e831044-1ce0-4c04-9307-0d7db7c81df0 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 10/06/2026 08:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time
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