

**Netherlands-Groningen: Advertising and marketing services**  
**OJ S 140/2022 22/07/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stichting Hanzehogeschool Groningen

Postal address: Zernikeplein 1

Town: Groningen

NUTS code: NL11 Groningen

Postal code: 9747 AS

Country: Netherlands

E-mail: [inkoop@org.hanze.nl](mailto:inkoop@org.hanze.nl)

**Internet address(es):**

Main address: <https://www.hanze.nl/>

Address of the buyer profile: <https://www.hanze.nl>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Strategisch communicatie,- en adviesbureau

Reference number: 249

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het doel van deze aanbesteding is het selecteren van een strategisch en creatief communicatieadviesbureau dat de Hanzehogeschool Groningen (Stafbureau M&C) adviseert en ondersteunt bij de profilering en positionering van de hogeschool.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 1,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### **II.2.3. Place of performance**

NUTS code: NL11 Groningen

Main site or place of performance: Groningen

#### **II.2.4. Description of the procurement**

De aanbestede opdracht omvat een strategisch en creatief bureau, dat werkzaamheden uitvoert in de volgende categorieën:

- Strategie
- Creatie/ontwerp
- Contentproductie (teksten, fotografie, (online) campagnes, etc.)

#### **II.2.5. Award criteria**

Quality criterion - Name: Casus pitch / Weighting: 40

Quality criterion - Name: Werkwijze / Weighting: 30

Quality criterion - Name: Duurzame insteek / Weighting: 5

Quality criterion - Name: Maatschappelijke betrokkenheid / Weighting: 5

Price - Weighting: 20

#### **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**

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### **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: [2021/S 220-578838](#)

#### **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

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**Contract No:** 249

**Title:**

Strategisch communicatie,- en adviesbureau

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

13/07/2022

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Dizain B.V.

Postal address: Helperpark 274

Town: Groningen

NUTS code: NL11 Groningen

Postal code: 9723 ZA

Country: Netherlands

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

##### **V.2.5. Information about subcontracting**

### Section VI: Complementary information

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Rechtbank Noord-Nederland

Town: Groningen

Country: Netherlands

##### **VI.5. Date of dispatch of this notice**

18/07/2022