

Netherlands-Utrecht: Advertising campaign services

OJ S 195/2017 11/10/2017

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tender People

National registration number: 30285426

Postal address: Grebbeberglaan 15

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3527 VX

Country: Netherlands

Contact person: Ludo Huisman

E-mail: ludo.huisman@tenderpeople.nl

Telephone: +31 303039718

Internet address(es):Main address: <http://www.tenderpeople.nl>Address of the buyer profile: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=72308>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=72308>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

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**

Communicatiecampagne.

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

De aanbesteding betreft een landelijke communicatiecampagne voor de waterschapsverkiezingen in maart 2019. De opdrachtnemer dient in co-creatie met de Unie van Waterschappen een online en offline campagnestrategie op te zetten en uit te voeren. Een deel van de uitvoering vindt regionaal plaats door de afzonderlijke waterschappen waarbij de landelijke communicatiestrategie het uitgangspunt is. In de voorbereidingsfase is daarom veel aandacht nodig voor het proces: hoe zorgen we er voor dat zoveel mogelijk waterschappen gebruikmaken van de landelijke campagne?

II.1.5. Estimated total value

Value excluding VAT: 350 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De aanbesteding betreft een landelijke communicatiecampagne voor de waterschapsverkiezingen in maart 2019. De opdrachtnemer dient in co-creatie met de Unie van Waterschappen een online en offline campagnestrategie op te zetten en uit te voeren. Een deel van de uitvoering vindt regionaal plaats door de afzonderlijke waterschappen waarbij de landelijke communicatiestrategie het uitgangspunt is. In de voorbereidingsfase is daarom veel aandacht nodig voor het proces: hoe zorgen we er voor dat zoveel mogelijk waterschappen gebruikmaken van de landelijke campagne?

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 350 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 14/03/2018 End: 17/04/2019

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 09/11/2017 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank 's-Gravenhage

Town: 's-Gravenhage

Country: Netherlands

VI.5. Date of dispatch of this notice

06/10/2017