

400812-2026 - Competition

Netherlands – Advertising and marketing services – Ontwikkeling en uitvoer van strategische merkcommunicatie, campagnes en performance marketing

OJ S 111/2026 11/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Stichting Slachtofferhulp Nederland

Email: aanbesteding@slachtofferhulp.nl

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Ontwikkeling en uitvoer van strategische merkcommunicatie, campagnes en performance marketing

Description: Zie Selectieleidraad. Zie Selectieleidraad.

Procedure identifier: c831bfd3-1f0b-4203-a4c0-7e33a3c065c1

Internal identifier: SHN2607

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services, 79342000 Marketing services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 1

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 1

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Strategische merkpositionering en campagne ontwikkeling

Description: Zie Selectieleidraad. Zie Selectieleidraad.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 4 Years

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 required

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Kwaliteit

Description: Kwaliteit

Category of award weight criterion: Weight (points, exact)

Award criterion number: 80

Criterion:

Type: Price

Name: Prijs

Description: Prijs

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

5.1.11. Procurement documents

Deadline for requesting additional information: 26/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/428624>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 20/08/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/428624>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 13/07/2026 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: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Stichting Slachtofferhulp Nederland - Arrondissementsrechtbank Utrecht

Organisation providing additional information about the procurement procedure: Stichting Slachtofferhulp Nederland

Organisation providing more information on the review procedures: Stichting Slachtofferhulp Nederland

Organisation receiving requests to participate: Stichting Slachtofferhulp Nederland

5.1. Lot: LOT-0002

Title: Propositie bekendheid & (performance) marketing

Description: Zie Selectieleidraad

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 4 Years

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 required

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

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Award criterion number: 20

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Organisation providing additional information about the procurement procedure: Stichting Slachtofferhulp Nederland

Organisation providing more information on the review procedures: Stichting Slachtofferhulp Nederland

Organisation receiving requests to participate: Stichting Slachtofferhulp Nederland

8. Organisations

8.1. ORG-0001

Official name: Stichting Slachtofferhulp Nederland

Registration number: 472213272

Postal address: Moeder Teresalaan 100

Town: UTRECHT

Postcode: 3527 WB

Country subdivision (NUTS): Utrecht (NL350)

Country: Netherlands

Contact point: Pleun Oesterholt

Email: aanbesteding@slachtofferhulp.nl

Telephone: +31 302340116

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

Other contact points:

Official name: Arrondissementsrechtbank Utrecht

Town: Utrecht

Postcode: 3511EX

Country subdivision (NUTS): Utrecht (NL350)

Country: Netherlands

Email: midden-nederland@rechtspraak.nl

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: c289e381-90b5-4ea5-be51-6c23ff281d5a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 10/06/2026 12:43:11 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Dutch

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