

Switzerland-Zurich: Marketing services

OJ S 126/2023 04/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Umwelt- und Gesundheitsschutz Zürich

Postal address: Eggbühlstrasse 23

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8050

Country: Switzerland

E-mail: beschaffung@sourcingpartner.ch**Internet address(es):**Main address: <https://www.simap.ch>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Agentur-Dienstleistungen

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Agentur-Dienstleistungen

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 7 740 000,00 CHF

II.2. Description**II.2.2.**

Additional CPV code(s)

79342000 Marketing services, 79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 90700000 Environmental services

II.2.3. Place of performance

NUTS code: CH0 Schweiz/Suisse/Svizzera

II.2.4. Description of the procurement

Agentur-Dienstleistungen

II.2.5. Award criteria

Cost criterion - Name: Verbindliches Preisblatt / Weighting: 35%

Cost criterion - Name: Referenzen / Weighting: 25%

Cost criterion - Name: Konzept / Weighting: 30%

Cost criterion - Name: Präsentation/Vorstellung / Weighting: 10%

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**

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: [2022/S 240-693602](#)

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**

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1.**

Date of conclusion of the contract

28/06/2023

V.2.2. Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Freundliche Grüsse AG

Postal address: Bäckerstrasse 26

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8004

Country: Switzerland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Sir Mary AG

Postal address: Bertastrasse 1

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8003

Country: Switzerland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: digital organizing GmbH

Postal address: Unterrütiweg 3

Town: Winterthur

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8400

Country: Switzerland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: JEFF Zürich GmbH

Postal address: Grubenstrasse 15

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8045

Country: Switzerland

The contractor is an SME: yes

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

Total value of the contract/lot: 7 740 000,00 CHF

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Begründung des Zuschlagsentscheides: Bei den vier Zuschlagsempfänger*innen hat die Bewertung aller Zuschlagskriterien gemäss Pflichtenheft (qualitative Kriterien und Preis) die vier höchsten Gesamtpunktzahlen unter den eingereichten Angeboten erzielt. Die Angebote überzeugten durch ihr eingereichtes Konzept, die dargelegten Referenzen, den offerierten Preis sowie durch ihre Präsentation.

Rechtsmittelbelehrung: Gegen diese Publikation kann innert 10 Tagen, vom Publikationsdatum an gerechnet, beim Verwaltungsgericht des Kantons Zürich, Militärstrasse 36, Postfach, 8090 Zürich, schriftlich Beschwerde eingereicht werden. Die Beschwerdeschrift ist im Doppel einzureichen, sie muss einen Antrag und dessen Begründung enthalten. Die angefochtene Verfügung ist beizulegen. Die angerufenen Beweismittel sind genau zu bezeichnen und soweit möglich beizulegen.

Nationale Referenz-Publikation: Simap vom 29.06.2023 , Dok. 1333023

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bundesverwaltungsgericht

Postal address: Postfach

Town: St. Gallen

Postal code: 9023

Country: Switzerland

VI.5. Date of dispatch of this notice

29/06/2023