

Belgium-Brussels: Advertising and marketing services
OJ S 195/2017 11/10/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: BX1

National registration number: 0429488680

Postal address: rue Gabrielle Petit 32

Town: Bruxelles

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1080

Country: Belgium

E-mail: md@bx1.be

Telephone: +32 24212149

Fax: +32 24212196

Internet address(es):

Main address: www.bx1.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=287625>

I.4. Type of the contracting authority

Other type: ASBL

I.5. Main activity

Other activity: Médias

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations de régie publicitaire pour médias audio-visuels et web.

Reference number: TLB-FIN 2017 002-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Prestations de régie publicitaire pour médias audio-vidéo et web.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 453 750,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

II.2.4. Description of the procurement

Prestations de régie publicitaire pour médias audio-visuel et web.

II.2.5. Award criteria

Quality criterion - Name: Processus de vente / Weighting: 20

Quality criterion - Name: Connaissance du marché / Weighting: 20

Quality criterion - Name: Reporting d'activités / Weighting: 20

Quality criterion - Name: Garantie d'un CA minimum / Weighting: 10

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Publicité radiophonique.

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.2.8. 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

Contract No: TLB-FIN 2017 002

Title:

Prestations de régie publicitaire pour médias audio-visuels et web

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2017

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Transfer NV

National registration number: 0841954753

Postal address: Rue Korte Lozana 20-26

Town: Anvers

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 2018

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 453 750,00 EUR

Total value of the contract/lot: 365 400,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de première instance

Postal address: Place Poelaert

Town: Bruxelles

Postal code: 1000

Country: Belgium

VI.5. Date of dispatch of this notice

09/10/2017