

Germany-Munich: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 151/2021 06/08/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: BAYERN TOURISMUS Marketing GmbH

Postal address: Arabellastr. 17

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81925

Country: Germany

Contact person: Vergabestelle

E-mail: vergabe@bayern.info**Internet address(es):**Main address: <https://daby.bayern.by/auftragsvergabe/>**I.4. Type of the contracting authority**

Other type: institutionell gefördertes Unternehmen

I.5. Main activity

Other activity: Tourismus Marketing

Section II: Object

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

Kreativagentur

Reference number: 2021-EU02

II.1.2. Main CPV code

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

II.1.3. Type of contract

Services

II.1.4. Short description

Das Ziel dieser Ausschreibung ist die Schließung eines Vertrags mit einer Werbeagentur Kreativkampagnen, die uns mit Kampagnenideen und -konzepte unter anderem zum großen touristischen Re-Start unterstützt.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Das Ziel dieser Ausschreibung ist die Schließung eines Vertrags mit einer Werbeagentur Kreativkampagnen, die uns mit Kampagnenideen und -konzepte unter anderem zum großen touristischen Re-Start unterstützt.

II.2.5. Award criteria

Quality criterion - Name: Konzeption und Umsetzung / Weighting: 80

Cost criterion - Name: Stundensatz Ideenentwicklung und Konzeption / 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

IV.1. Description

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights

Explanation:

nach VGV § 14, Abs. 4, Unterpunkt 2c zur Wahrung von Schutzrechten

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

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: 2021-EU02

Title:

Werbeagentur Kreativkampagnen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/07/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: Kreativagentur LAUTHALS

Town: Berlin

NUTS code: DE212 München, Kreisfreie Stadt

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Vergabe erfolgte nach VGV § 14, Abs. 4, Unterpunkt 2c da der Bieter Schutzrechte auf bereits gelieferte Konzepte besitzt die weiter verwendet werden sollen.

Bekanntmachungs-ID: CXP4YRWRMPK

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Südbayern

Town: München

Country: Germany

Internet address: https://www.regierung.oberbayern.bayern.de/ueber_uns/zentralezustandigkeiten/vergabekammer-suedbayern/index.html

VI.5.

Date of dispatch of this notice

02/08/2021