

Belgium-Malines: Printed matter and related products
OJ S 232/2013 29/11/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Vlaamse Stichting Verkeerskunde
Postal address: Louizastraat 40
Town: Mechelen
Postal code: 2800
Country: Belgium
For the attention of: Stijn Dergent
E-mail: stijn.dergent@verkeerskunde.be

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

Other: Mobiliteit/vorming

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Bestellingsopdracht voor communicatiecampagne inclusief strategisch advies.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
Main site or place of performance: Mechelen.
NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

— ontwikkeling communicatie – strategie en huisstijl,
— ontwikkeling campagnes.

II.1.5. CPV code(s)

22000000 Printed matter and related products, 79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 198-325792](#) of 13.10.2012

Section V: Award of contract

V.1. Date of conclusion of the contract

25.2.2013

V.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Shortcut

Postal address: F. Pelletierstraat 8A

Town: Brussel

Postal code: 1030

Country: Belgium

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

IV.2 Gunningscriteria

Criteria:

1. Kwaliteit visie en strategie Weging: zeer groot;
2. Kwaliteit creactie Weging: zeer groot;
3. Prijs Weging: zeer groot;
4. Kwaliteit team Weging: groot;
5. Mate van duurzaamheid Weging: groot.

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

18.11.2013