

**Germany-Potsdam: Advertising and marketing services**  
**OJ S 164/2019 27/08/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: rbb Einkauf  
Postal address: Marlene-Dietrich-Allee 20  
Town: Potsdam  
NUTS code: DE404 Potsdam, Kreisfreie Stadt  
Postal code: 14482  
Country: Germany  
Contact person: Sekretariat Einkauf  
E-mail: [einkauf@rbb-online.de](mailto:einkauf@rbb-online.de)  
Fax: +49 3319799343519  
**Internet address(es):**  
Main address: [www.rbb-online.de](http://www.rbb-online.de)

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Rundfunkanstalten

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**Section II: Object**

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

**II.1.1. Title**

Promotiondienstleistungen und Lagerhaltung  
Reference number: VE 18.09.141

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Die Ausschreibung dient dem Abschluss einer Rahmenvereinbarung für den Bereich Promotiondienstleistung und Lagerhaltung. Die Ausschreibung erfolgt in drei Losen. Los 1 für die Landeswellen des rbb – Antenne Brandenburg und rbb 88,8, Los 2 für radioeins und Fritz und Los 3 für das rbb Unternehmen, rbb Fernsehen, multimediale Events, rbbKultur und Inforadio. Vertragsbeginn soll der 1.9.2019 sein, mit einer Laufzeit von 4 Jahren.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 0,01 EUR

## **II.2. Description**

### **II.2.1. Title**

Leistungen für die Landeswellen des rbb

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

### **II.2.3. Place of performance**

NUTS code: DE3 Berlin

NUTS code: DE4 Brandenburg

Main site or place of performance: Gemäß der Einzelbeauftragung im Sendegebiet des rbb

### **II.2.4. Description of the procurement**

Der Rundfunk Berlin-Brandenburg beabsichtigt einen Rahmenvertrag zur Erbringung von Promotion-Dienstleistungen und Lagerhaltung für die Landeswellen des rbb – Antenne Brandenburg und rbb 88.8 abzuschließen.

### **II.2.5. Award criteria**

Price

### **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**

## **II.2. Description**

### **II.2.1. Title**

Leistungen für radioeins und Fritz

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

### **II.2.3. Place of performance**

NUTS code: DE3 Berlin

NUTS code: DE4 Brandenburg

Main site or place of performance: Gemäß der Einzelbeauftragung im Sendegebiet des rbb

### **II.2.4. Description of the procurement**

Der Rundfunk Berlin-Brandenburg beabsichtigt einen Rahmenvertrag zur Erbringung von Promotion-Dienstleistungen und Lagerhaltung für radioeins und Fritz abzuschließen.

### **II.2.5. Award criteria**

Price

#### **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**

### **II.2. Description**

#### **II.2.1. Title**

Leistungen für rbb Unternehmen, rbb Fernsehen, multimediale Events, rbbKultur und Inforadio  
Lot No: 3

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: DE3 Berlin

NUTS code: DE4 Brandenburg

Main site or place of performance: Gemäß der Einzelbeauftragung im Sendegebiet des rbb

#### **II.2.4. Description of the procurement**

Der Rundfunk Berlin-Brandenburg beabsichtigt einen Rahmenvertrag zur Erbringung von Promotion-Dienstleistungen und Lagerhaltung für das rbb Unternehmen, rbb Fernsehen, multimediale Events, rbbKultur und Inforadio abzuschließen.

#### **II.2.5. Award criteria**

Price

#### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

##### **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: yes

#### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 091-219487](#)

#### **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**

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**Contract No:** 1.1

**Lot No:** 1

**Title:**

Leistungen für die Landeswellen des rbb

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

23/08/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

##### **V.2.3. Name and address of the contractor**

Official name: Amüsierkombinat GmbH

Postal address: Volkmarstraße 1-7

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 12099

Country: Germany

E-mail: [kontakt@amuesierkombinat.de](mailto:kontakt@amuesierkombinat.de)

Telephone: +49 3044323330

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 2.1

**Lot No:** 2

**Title:**

Leistungen für radioeins und Fritz

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

23/08/2019

### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

### **V.2.3. Name and address of the contractor**

Official name: Brandyourlife Werbeagentur GmbH

Postal address: Boxhagener Straße 71c

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10245

Country: Germany

E-mail: [hello@byl.de](mailto:hello@byl.de)

Telephone: +49 302400067-0

Fax: +49 302400067-10

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 3.1

**Lot No:** 3

**Title:**

Leistungen für rbb Unternehmen, rbb Fernsehen, multimediale Events, rbbKultur und Inforadio

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

23/08/2019

### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

**V.2.3. Name and address of the contractor**

Official name: artecom Veranstaltungen GmbH & Co. KG  
Postal address: Ruschestraße 68  
Town: Berlin  
NUTS code: DE300 Berlin  
Postal code: 10365  
Country: Germany  
E-mail: [berlin@artecom-event.de](mailto:berlin@artecom-event.de)  
Telephone: +49 3055494110  
The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

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

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Vergabekammer Berlin  
Postal address: Martin-Luther-Straße 105  
Town: Berlin  
Postal code: 10825  
Country: Germany

**VI.4.2. Body responsible for mediation procedures**

Official name: Vergabekammer Berlin  
Postal address: Martin-Luther-Straße 105  
Town: Berlin  
Postal code: 10825  
Country: Germany

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Vergabekammer Berlin  
Postal address: Martin-Luther-Straße 105  
Town: Berlin  
Postal code: 10825  
Country: Germany

**VI.5. Date of dispatch of this notice**

23/08/2019