

Netherlands-Eindhoven: Advertising and marketing services

OJ S 141/2022 25/07/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Fontys Hogescholen

National registration number: 391650280

Postal address: Het Eeuwsel 2

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5612 AS

Country: Netherlands

Contact person: Sander Clement

E-mail: inkoop@fontys.nl

Telephone: +31 885071444

Internet address(es):Main address: <http://www.fontys.nl/inkoop>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/7c53bec5c003d65d752fec2048573a59>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/7c53bec5c003d65d752fec2048573a59>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

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

Mediaplaatsingen

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Doel van deze aanbesteding is meerdere bureaus te selecteren op het gebied van offline en online marketing en media en SEA. Deze bureaus moeten Fontys snel en doeltreffend ondersteunen binnen de beschikbare financiële kaders. De bureaus moeten daarbij de beste prijzen weten te bedingen en door hun kennis van de materie, markt en Fontysdoelen de optimale middelen inzetten (en continu bijstellen) zodat voor Fontys het maximale resultaat wordt bereikt.

Om deze doelstelling te bereiken zoekt Fontys specialistische partners met kennis van het medialandschap en het keuzegedrag van jongeren (studiekeuze), professionals (om-, her- en bijscholing) en het regionale werkveld van de ecosystemen waarin Fontys opereert. Daarnaast heeft deze partner bij voorkeur kennis van de educatieve markt.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Perceel 1. Media offline: advies, inkoop, planning en uitvoering. Optioneel: campagnemanagement en content creatie. Voor de Nederlandse markt.

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

II.2.4. Description of the procurement

Zie aanbestedingsdocument.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/02/2023 End: 31/01/2025

This contract is subject to renewal: yes

Description of renewals:

De ingangsdatum van de Raamovereenkomst staat gepland op 1 februari 2023 en heeft een initiële looptijd van 2 (twee) jaar, met tweemaal een optie tot verlenging van telkens 1 (een) jaar.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Opties tot verlenging.

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

Perceel 2. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnemanag...

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

II.2.4. Description of the procurement

Zie aanbestedingsdocument.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/02/2023 End: 31/01/2025

This contract is subject to renewal: yes

Description of renewals:

De ingangsdatum van de Raamovereenkomst staat gepland op 1 februari 2023 en heeft een initiële looptijd van 2 (twee) jaar, met tweemaal een optie tot verlenging van telkens 1 (een) jaar.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Opties tot verlenging.

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

Perceel 3. Media offline: advies, inkoop, planning en uitvoering. Optioneel: campagnemanagement en content creatie. Voor de Duitse markt.
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

II.2.4. Description of the procurement

Zie aanbestedingsdocument.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/02/2023 End: 31/01/2025

This contract is subject to renewal: yes

Description of renewals:

De ingangsdatum van de Raamovereenkomst staat gepland op 1 februari 2023 en heeft een initiële looptijd van 2 (twee) jaar, met tweemaal een optie tot verlenging van telkens 1 (een) jaar.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Opties tot verlenging.

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

Perceel 4. Online advertising en SEA, waaronder RTA, SMA en Display Advertising: advies, inkoop, planning en uitvoering. SEA: advies, tactische en operationele uitvoering. Optioneel: campagnemanage...

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Eindhoven, Tilburg, 's-Hertogenbosch, Venlo, Sittard

II.2.4. Description of the procurement

Zie aanbestedingsdocument.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/02/2023 End: 31/01/2025

This contract is subject to renewal: yes

Description of renewals:

De ingangsdatum van de Raamovereenkomst staat gepland op 1 februari 2023 en heeft een initiële looptijd van 2 (twee) jaar, met tweemaal een optie tot verlenging van telkens 1 (een) jaar.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Opties tot verlenging.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Uitsluitingsgronden,

- Inschrijving in handels- en beroepsregister

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- Verzekering,
- Beroep draagkracht en/of bekwaamheid derden

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Referenties

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/10/2022 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 10/10/2022 Local time: 12:05

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: info.rechtbanksHertogenbosch@rechtspraak.nl

Telephone: +31 736202020

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

20/07/2022