

**Netherlands-Eindhoven: Advertising and marketing services**  
**OJ S 141/2022 25/07/2022**  
**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: Stichting ROC Summa College

National registration number: 23496909

Postal address: Sterrenlaan 10

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5631KA

Country: Netherlands

Contact person: Inkoop Meesters

E-mail: [post@inkoopmeesters.nl](mailto:post@inkoopmeesters.nl)

**Internet address(es):**

Main address: <http://www.summacollege.nl>

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Reclamebureau

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

De opdracht betreft het voor Summa College ontwikkelen, vormgeven, (laten) produceren van on- en offline communicatiemiddelen op basis van de huidige positionering, identiteit en merkstrategie. Er zal een overeenkomst worden gesloten met twee partijen. De opdrachten worden zo goed mogelijk gelijkwaardig verdeeld.

Buiten de scope van de opdracht valt:

- Strategische opdrachten welke samenhangen met het ontwikkelen of herzien van de identiteit, positionering en merkstrategie van Summa College, naar oordeel van Summa College;

- Het ontwikkelen en vormgeven van campagnes (o.a. campagnes door creative artdirector);
- Het onderhouden en doorontwikkelen van de website;
- Het onderhouden en doorontwikkelen van het intranet.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 850 000,00 EUR

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

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

NUTS code: NL414 Zuidoost-Noord-Brabant

Main site or place of performance: Eindhoven

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

Op basis van de afgelopen vier jaar is te zeggen dat de omvang van de opdracht ongeveer € 200.000 per jaar zal zijn. Aan dit bedrag kunnen geen rechten worden ontleend.

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

Quality criterion - Name: Kwaliteit - proefopdrachten / Weighting: 30

Quality criterion - Name: Kwaliteit - open vragen / Weighting: 40

Price - Weighting: 30

#### **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**

Open procedure

##### **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: [2022/S 040-102597](#)

##### **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

**Title:**

Reclamebureau

A contract/lot is awarded: yes

### V.2. Award of contract

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

24/06/2022

#### V.2.2. Information about tenders

Number of tenders received: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: yes

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

Official name: ECHT marketingcommunicatie bv

National registration number: 74945122

Postal address: Mauritsstraat 8

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5616 aa

Country: Netherlands

E-mail: [janwillem@echtmarketingcommunicatie.nl](mailto:janwillem@echtmarketingcommunicatie.nl)

Telephone: +31 651976846

Internet address: <https://echtmarketingcommunicatie.nl/>

The contractor is an SME: yes

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

Official name: DropOuts

National registration number: 60335017

Postal address: Hogehilweg 8

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1101CC

Country: Netherlands

E-mail: [antoINETTE@dropoutsamsterdam.nl](mailto:antoINETTE@dropoutsamsterdam.nl)

Telephone: +31 202103306

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

The contractor is an SME: yes

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

Total value of the contract/lot: 850 000,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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**VI.3. Additional information**

Dit is een raamovereenkomst. De waarde kan iets (naar beneden) afwijken.

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Rechtbank Oost Brabant

Town: Den Bosch

Country: Netherlands

E-mail: [cib@rechtspraak.nl](mailto:cib@rechtspraak.nl)

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

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

20/07/2022