

Germany-Magdeburg: Advertising and marketing services
OJ S 225/2016 22/11/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: IMG – Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH

Postal address: Am Alten Theater 6

Town: Magdeburg

Postal code: 39104

Country: Germany

For the attention of: Frau Bettina Quäschning

E-mail: bettina.quaeschning@img-sachsen-anhalt.de

Telephone: +49 391568-9999

Fax: +49 391568-9951

Internet address(es):

General address of the contracting authority: www.investieren-in-sachsen-anhalt.de

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

Recreation, culture and religion

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

Dienstleistungen für Onlinemarketingmaßnahmen, Suchmaschinenoptimierung (SEO-Marketing) und zielgruppengerechte Betreuung von Social Media Kanälen der Portale der Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG).

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

Services

Service category No 27: Other services

Main site or place of performance: Am Alten Theater 6, 39104 Magdeburg.

NUTS code DEE03 Magdeburg, Kreisfreie Stadt

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)

Dienstleistungen für Onlinemarketingmaßnahmen, Suchmaschinenoptimierung (SEO-

Marketing) und zielgruppengerechte Betreuung von Social Media Kanälen der Portale der Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG).

II.1.5. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: yes

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

1. Konzepte. Weighting 60

2. Preis. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

01-OnMa-2016

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Dienstleistungen für Onlinemarketingmaßnahmen, Suchmaschinenoptimierung (SEO-Marketing) und zielgruppengerechte Betreuung von Social Media Kanälen der Portale der Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG)

V.1. Date of conclusion of the contract

14.11.2016

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Korrektur NachOben

Postal address: Sternstraße 30

Town: Magdeburg

Postal code: 39104

Country: Germany

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

VI.3. Procedures for review

VI.3.1. Review body

Official name: Vergabekammer beim Landesverwaltungsamt Sachsen-Anhalt

Postal address: Ernst-Kamieth-Straße 2

Town: Halle

Postal code: 06112

Country: Germany

Telephone: +49 345514-1536

Fax: +49 345514-1115

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Auf die Fristen zur Einlegung einer Rüge gemäß § 160 Abs. 3 Nr. 1- 3 GWB wird hingewiesen. Insbesondere ist zu beachten, dass ein Nachprüfungsantrag unzulässig ist, wenn mehr als 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, vergangen sind (§ 160 Abs. 3 Nr. 4 GWB).

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

VI.4. Date of dispatch of this notice

17.11.2016