

**Germany-Frankfurt-on-Main: Advertising campaign services**  
**OJ S 129/2023 07/07/2023**  
**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: Stadt Frankfurt am Main, Stadtschulamt

Postal address: Solmsstraße 27-37

Town: Frankfurt am Main

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 60486

Country: Germany

E-mail: [willi.schupp@stadt-frankfurt.de](mailto:willi.schupp@stadt-frankfurt.de)

Telephone: +49 69-212-74394

**Internet address(es):**

Main address: [www.vergabe.stadt-frankfurt.de](http://www.vergabe.stadt-frankfurt.de)

Address of the buyer profile: [www.vergabe.stadt-frankfurt.de](http://www.vergabe.stadt-frankfurt.de)

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

Regional or local authority

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Werbekampagne: Mehr Fachkräfte im Erziehungsbereich-jungen Nachwuchs in der Kindertagesbetreuung gewinnen

Reference number: 40-2023-00005

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Werbekampagne

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 192 230,00 EUR

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

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

79341400 Advertising campaign services

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

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance: Dienststellen der Stadt Frankfurt am Main verteilt über das gesamte Stadtgebiet

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

Werbekampagne / Dienstleistung

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

Quality criterion - Name: Beschreibung der Herangehensweise zur Umsetzung der Werbekampagne / Weighting: 10,00

Quality criterion - Name: Arbeitsproben unter Berücksichtigung der strategischen Leitplanken / Weighting: 50,00

Quality criterion - Name: Schlüssigkeit des methodischen Vorgehens in Bezug auf die Fokuszielgruppe / Weighting: 10,00

Quality criterion - Name: Preis / Weighting: 30,00

Price - Weighting: 30,00

#### **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**

Die Vorlage des wertungsrelevanten Konzeptes erfolgt als Datei (z. B. Format Powerpoint). Eine Präsentation/Pitch findet nicht statt.

Die Dateivorlage sollte ein maximales Datenvolumen von 64 MB nicht übersteigen. Ggf. sind die Dateien des Konzeptes bei der Angebotseinreichung aufzuteilen.

## **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**

#### **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: [2023/S 082-249243](#)

#### **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:**

Werbekampagne: Mehr Fachkräfte im Erziehungsbereich-jungen Nachwuchs in der Kindertagesbetreuung gewinnen

A contract/lot is awarded: yes

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

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

04/07/2023

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

Number of tenders received: 7

Number of tenders received from SMEs: 7

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: 6

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

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

Official name: Brand Factory GmbH

Postal address: Ernst-Griesheimer-Platz 6A

Town: Offenbach am Main

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 63071

Country: Germany

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

Telephone: +49 6987001230

The contractor is an SME: yes

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

Total value of the contract/lot: 192 230,00 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: Vergabekammern des Landes Hessen bei dem Regierungspräsidium Darmstadt

Postal address: Wilhelminenstr. 1-3

Town: Darmstadt

Postal code: 64283

Country: Germany

E-mail: [Vergabekammer@rpda.hessen.de](mailto:Vergabekammer@rpda.hessen.de)

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

04/07/2023