

Germany-Coblenz: Advertising and marketing services
OJ S 129/2023 07/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Zentrale Beschaffungsstelle des Landes Rheinland-Pfalz (ZBL) im Landesbetrieb Mobilität Rheinland-Pfalz

Postal address: Friedrich-Ebert-Ring 14 - 20

Town: Koblenz

NUTS code: DEB Rheinland-Pfalz

Postal code: 56068

Country: Germany

E-mail: zbl@lbm.rlp.de

Telephone: +49 261/3029-1777

Fax: +49 261/29141-1500

Internet address(es):

Main address: <https://lbm.rlp.de>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Rahmenvereinbarung über Marketingdienstleistungen

Reference number: Z.22-0155

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Die Zentrale Beschaffungsstelle des Landes Rheinland-Pfalz (ZBL) hat eine Rahmenvereinbarung mit einem (Los 1) bzw. mehreren Wirtschaftsteilnehmer (Los 2) über verschiedene Marketingdienstleistungen ausgeschrieben.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Lowest offer: 242 324,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

II.2. Description

II.2.1. Title

Marketingdienstleistungen bis zu einem Auftragswert von 39.999 EUR netto pro zusammenhängenden Auftrag

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 22315000 Photographs, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 92111000 Motion picture and video production services

II.2.3. Place of performance

NUTS code: DEB Rheinland-Pfalz

Main site or place of performance: Zentrale Beschaffungsstelle des Landes Rheinland-Pfalz (ZBL) im Landesbetrieb Mobilität Rheinland-Pfalz Friedrich-Ebert-Ring 14 - 20 56068 Koblenz

II.2.4. Description of the procurement

Rahmenvereinbarung mit einem Wirtschaftsteilnehmer über Marketingdienstleistungen bis zu einem Auftragswert von 39.999 EUR netto pro zusammenhängenden Einzelauftrag.

Gefordert wurde die Konzeption, Erstellung und Gestaltung von verschiedenen Marketingdienstleistungen und Printmedien. Zudem sind das Projektmanagement bzw. die Entwicklung von kleineren Kampagnen ein wichtiger Bestandteil der geforderten Leistung.

II.2.5. Award criteria

Quality criterion - Name: Konzept zur Leistungserfüllung / Weighting: 30

Price - Weighting: 70.00

II.2.11. Information about options

Options: yes

Description of options:

Diese Rahmenvereinbarung hat eine Mindestvertragslaufzeit von zwei Jahren. Der Vertrag verlängert sich nach Ablauf dieser Mindestvertragslaufzeit automatisch - maximal zweimalig - um weitere 12 Monate, es sei denn, der Auftraggeber kündigt 3 Monate vor Ablauf der jeweiligen Laufzeit schriftlich. Die Maximallaufzeit des Vertrages beträgt vier Jahre (48 Monate).

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

Marketingdienstleistungen ab einem Auftragswert von 40.000 EUR netto pro zusammenhängenden Auftrag

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 22315000 Photographs, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 92111000 Motion picture and video production services

II.2.3. Place of performance

NUTS code: DEB Rheinland-Pfalz

Main site or place of performance: Zentrale Beschaffungsstelle des Landes Rheinland-Pfalz (ZBL) im Landesbetrieb Mobilität Rheinland-Pfalz Friedrich-Ebert-Ring 14 - 20 56068 Koblenz

II.2.4. Description of the procurement

Rahmenvereinbarung mit mehreren Wirtschaftsteilnehmern (5) über Marketingdienstleistungen ab einem Auftragswert von 40.000 EUR netto pro zusammenhängenden Einzelauftrag.

Gefordert wurde die Konzeption, Erstellung und Gestaltung von verschiedenen Marketingdienstleistungen. Zudem sind das Projektmanagement bzw. die Entwicklung von größeren Kampagnen ein wichtiger Bestandteil der geforderten Leistung.

II.2.5. Award criteria

Quality criterion - Name: Konzept zur Leistungserfüllung / Weighting: 30

Quality criterion - Name: Präsentation Fallbeispiel / Weighting: 30

Price - Weighting: 40.00

II.2.11. Information about options

Options: yes

Description of options:

Diese Rahmenvereinbarung hat eine Mindestvertragslaufzeit von zwei Jahren. Der Vertrag verlängert sich nach Ablauf dieser Mindestvertragslaufzeit automatisch - maximal zweimalig - um weitere 12 Monate, es sei denn, der Auftraggeber kündigt 3 Monate vor Ablauf der jeweiligen Laufzeit schriftlich. Die Maximallaufzeit des Vertrages beträgt vier Jahre (48 Monate).

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

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: [2023/S 057-168146](#)

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

Lot No: 1

Title:

Auftragsvergabe Rheindenken GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: Rheindenken GmbH

Postal address: Richartzstraße 10

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50667

Country: Germany

E-mail: hallo@rheindenken.de

Telephone: +49 2219955470

Fax: +49 22199554747

Internet address: <http://www.rheindenken.de>

The contractor is an SME: yes

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

Total value of the contract/lot: 242 324,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Auftragsvergabe Brand Factory GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

NUTS code: DE71C Offenbach, Landkreis

Postal code: 63071

Country: Germany

E-mail: info@brand-factory.de

Telephone: +49 6987001230

The contractor is an SME: yes

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

Lowest offer: 1 168 570,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Auftragsvergabe MBS Nürnberg GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: MBS Nürnberg GmbH

Postal address: Breslauer Str. 300

Town: Nürnberg
NUTS code: DE259 Nürnberger Land
Postal code: 90471
Country: Germany
E-mail: info@mbs-team.de
Telephone: +49 911893193420
Internet address: <http://www.mbs-team.de>
The contractor is an SME: yes

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

Lowest offer: 1 168 570,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Auftragsvergabe Rheindenken GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: Rheindenken GmbH

Postal address: Richartzstraße 10

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50667

Country: Germany

E-mail: hallo@rheindenken.de

Telephone: +49 2219955470

Fax: +49 22199554747

Internet address: <http://www.rheindenken.de>

The contractor is an SME: yes

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

Lowest offer: 1 168 570,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Auftragsvergabe Scholz & Volkmer GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: Scholz & Volkmer GmbH

Postal address: Schwalbacher Straße 72

Town: Wiesbaden

NUTS code: DE714 Wiesbaden, Kreisfreie Stadt

Postal code: 65183

Country: Germany

E-mail: b.eichinger@s-v.de

Telephone: +49 611180990

Fax: +49 6111809977

Internet address: <http://www.s-v.de>

The contractor is an SME: yes

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

Lowest offer: 1 168 570,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Auftragsvergabe MediaCompany Agentur für Kommunikation GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2023

V.2.2. Information about tenders

Number of tenders received: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: MediaCompany Agentur für Kommunikation GmbH

Postal address: Auguststr. 29

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Postal code: 53229

Country: Germany

E-mail: bonn@mediacompany.com

Telephone: +49 2289096612

Internet address: <http://www.mediacompany.com>

The contractor is an SME: yes

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

Lowest offer: 1 168 570,00 EUR / Highest offer: 1 893 420,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXS2YY5Y1H4BPAB3

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Rheinland-Pfalz beim Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau

Postal address: Stiftsstraße 9

Town: Mainz

Postal code: 55116

Country: Germany

E-mail: vergabekammer.rlp@mwwlw.rlp.de

Telephone: +49 6131/16-2234

Fax: +49 6131/16-2113

Internet address: <https://mwwlw.rlp.de/de/ministerium/zugeordnete-institutionen/vergabekammer/>

VI.4.2. Body responsible for mediation procedures

Official name: Vergabepflichtstelle bei der Aufsichts- und Dienstleistungsdirektion

Postal address: Willy-Brandt-Platz 3

Town: Trier

Postal code: 54290

Country: Germany

E-mail: vergabepflichtstelle@add.rlp.de

Telephone: +49 651/9494-511

Fax: +49 651/9494-179

Internet address: <http://www.add.rlp.de>

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

Official name: Vergabepfprüfstelle bei der Aufsichts- und Dienstleistungsdirektion

Postal address: Willy-Brandt-Platz 3

Town: Trier

Postal code: 54290

Country: Germany

E-mail: vergabepfpruefstelle@add.rlp.de

Telephone: +49 651/9494-511

Fax: +49 651/9494-179

Internet address: <http://www.add.rlp.de>

VI.5. Date of dispatch of this notice

03/07/2023