

Netherlands-Tilburg: 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: Avans Hogeschool te Tilburg

National registration number: 231561964

Postal address: Prof Cobbenhagenlaan 13

Town: TILBURG

NUTS code: NL Nederland

Postal code: 5037DA

Country: Netherlands

Contact person: Wouter Huisman

E-mail: aanbesteding.dif@avans.nl**Internet address(es):**Main address: <http://www.avans.nl>**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**

Communicatie

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Avans wenst twee (2) raamovereenkomsten (één per perceel) met maximaal twee (2) Opdrachtnemers af te sluiten voor het verlenen van diensten voor Communicatie. De Opdracht zal worden verdeeld in twee percelen. Binnen elk perceel is beoogd één Opdrachtnemer te contracteren.

De volgende percelen zijn gevormd:

Perceel 1: Communicatieadvies

Perceel 2: Arbeidsmarktcommunicatie

De samenhang in disciplines, de logische indeling zoals we die zien in de markt en de weerspiegeling in hoe DMCS en DP&O zijn ingericht, heeft ons doen besluiten de percelen op deze manier in te delen. Perceel 1 bestaat uit strategisch communicatie advies, en tactische en operationele communicatiewerkzaamheden. In perceel 2 bevinden zich het ontwikkelen en uitwerken van een arbeidsmarktstrategie in middelen, content en (wervings-)acties.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 850 000,00 EUR

II.2. Description

II.2.1. Title

Communicatieadvies

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

€ 175.000,- per jaar

II.2.5. Award criteria

Quality criterion - Name: Plan van Aanpak / Weighting: 50

Quality criterion - Name: Visie op samenwerking / Weighting: 15

Quality criterion - Name: Trends & ontwikkelingen / Weighting: 15

Price - Weighting: 20

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

II.2. Description

II.2.1. Title

Arbeidsmarktcommunicatie

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

€ 300.000,- per jaar

II.2.5. Award criteria

Quality criterion - Name: Visie op samenwerking / Weighting: 15

Quality criterion - Name: Trends & ontwikkelingen / Weighting: 15

Quality criterion - Name: Kwaliteit van dienstverlening / Weighting: 50

Price - Weighting: 20

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

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 030-087879](#)

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

Contract No: 1

Lot No: 1

Title:

P1 Communicatieadvies

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/06/2023

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: Dawn B.V.

National registration number: 34277689

Postal address: Ruyschstraat 401

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1091 MS

Country: Netherlands

E-mail: info@dawn.nl

Telephone: +31 206366921

Internet address: <https://www.dawn.nl/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 175 000,00 EUR

Total value of the contract/lot: 1 050 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

P2 Arbeidsmarktcommunicatie

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/06/2023

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

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

V.2.3. Name and address of the contractor

Official name: ARA Groep B.V.

National registration number: 24139876

Postal address: Kratonkade 3

Town: ROTTERDAM

NUTS code: NL Nederland

Postal code: 3024ES

Country: Netherlands

E-mail: paul.kroef@ara.nl

Telephone: +31 104057277

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 EUR

Total value of the contract/lot: 1 800 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Zeeland-West-Brabant

Postal address: Stationslaan 10

Town: Breda

Postal code: 4815 GW

Country: Netherlands

E-mail: info@rechtspraak.nl

Telephone: +31 883616000

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

VI.5. Date of dispatch of this notice

03/07/2023