

**Netherlands-The Hague: Advertising and marketing services**  
**OJ S 145/2022 29/07/2022**  
**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: Hogeschool Inholland  
National registration number: 22669292  
Postal address: Theresiastraat 8  
Town: Den Haag  
NUTS code: NL Nederland  
Postal code: 2593 AN  
Country: Netherlands  
Contact person: Thijs van Mullem  
E-mail: [thijs.vanmullem@inholland.nl](mailto:thijs.vanmullem@inholland.nl)  
**Internet address(es):**  
Main address: <http://www.inholland.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**

EA Media- en reclamediensten (creatief concept, advies en media-inkoop)  
Reference number: 7934-2022-0008

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

In het kader van de ambities van Inholland zijn we op zoek naar een full-servicebureau dat ons op tactisch en operationeel niveau kan ondersteunen de ambities op het gebied van marketing- en communicatievraagstukken waar te maken.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 663 995,00 EUR

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

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

NUTS code: NL Nederland

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

Inholland gaat uit van een geraamde totale opdrachtwaarde (inclusief optie jaren) van circa €2.325.416,- tot €4.325.416,- euro exclusief btw voor de uitvoering van media- en reclamediensdiensten

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

Quality criterion - Name: Kwaliteit / Weighting: 60

Price - Weighting: 40

##### **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 076-208145](#)

##### **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:**

EA Media- en reclamediensdiensten (creatief concept, advies en media-inkoop)

A contract/lot is awarded: yes

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

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

22/07/2022

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

Number of tenders received: 9

Number of tenders received by electronic means: 9

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

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

Official name: DieZit B.V.

National registration number: 08206096

Postal address: Bergschild 39

Town: DEVENTER

NUTS code: NL Nederland

Postal code: 7411EL

Country: Netherlands

E-mail: [info@diezit.nl](mailto:info@diezit.nl)

Telephone: +31 889090800

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

The contractor is an SME: yes

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

Total value of the contract/lot: 1 663 995,00 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: Rechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

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

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

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

24/07/2022