

**Germany-Stuttgart: Advertising and marketing services**  
**OJ S 242/2014 16/12/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ministerium für Verkehr und Infrastruktur Baden-Württemberg  
Postal address: Hauptstätter Straße 67  
Town: Stuttgart  
Postal code: 70178  
Country: Germany  
For the attention of: Herrn Andreas Krauß  
E-mail: [krauss@nvbw.de](mailto:krauss@nvbw.de)  
Telephone: +49 7112399107

**I.2. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.3. Main activity**

General public services

**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**

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**II.1. Description**

**II.1.1. Title**

Kampagne Nachhaltige Mobilität Dienstleistungen.

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

Services  
Service category No 13: Advertising services  
NUTS code DE1 Baden-Württemberg

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Das Ministerium für Verkehr und Infrastruktur Baden-Württemberg plant in den Jahren 2014 /2015 eine Kampagne „Nachhaltige Mobilität“ durchzuführen.

Ziel der erfolgten Ausschreibung war es, eine Dienstleistungsagentur damit zu beauftragen, eine Konzeption für den Ablauf und die Bausteine der Kampagne zu entwickeln und unter Verwendung des parallel entwickelten Namens, Claims, Logos und Rahmenlayouts der Kampagne ebenso umzusetzen. Weitere Bestandteile sind eine Homepage ([www.nachhaltig-mobil.de](http://www.nachhaltig-mobil.de) bzw. [www.nachhaltig-mobil-bw.de](http://www.nachhaltig-mobil-bw.de)) und ein Mobilitätsrechner.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services, 72000000 IT services: consulting, software development, Internet and support

**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**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Negotiated with a call for competition

**IV.2. Award criteria**

**IV.2.1. Award criteria**

**IV.2.2. Information about electronic auction**

**IV.3. Administrative information**

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

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2014/S 91-159805](#) of 13.5.2014

**Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Grundlagenbausteine

**V.1. Date of conclusion of the contract**

27.11.2014

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Bietergemeinschaft die wegmeister GmbH/IFOK GmbH

Postal address: Bahnhof 4

Town: Stuttgart

Postal code: 70329

Country: Germany

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 1

Lot No: 2

- Lot title: Homepage

**V.1. Date of conclusion of the contract**

27.11.2014

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: ressourcenmangel GmbH

Postal address: Schlesische Str. 26

Town: Berlin

Postal code: 10997

Country: Germany

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 1

Lot No: 3

- Lot title: Mobilitätsrechner

**V.1. Date of conclusion of the contract**

27.11.2014

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Bietergemeinschaft die wegmeister GmbH/IFOK GmbH

Postal address: Bahnhof 4

Town: Stuttgart

Postal code: 70329

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**

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**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**

**VI.3.2. Review procedure**

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

**VI.4.**

**Date of dispatch of this notice**

11.12.2014