

Netherlands-The Hague: Advertising and marketing services
OJ S 150/2022 05/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hoger Beroepsonderwijs Haaglanden

National registration number: EA-MT-2022

Postal address: Johanna Westerdijkplein 75

Town: Den Haag

NUTS code: NL33 Zuid-Holland

Postal code: 2521 EN

Country: Netherlands

Contact person: M. Tetteroo

E-mail: m.tetteroo@hhs.nl

Internet address(es):

Main address: <http://www.dehaagsehogeschool.nl/>

Address of the buyer profile: <http://www.dehaagsehogeschool.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

EA Campagne Concept Ontwikkeling

Reference number: EA-MT-2022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De HHs zoekt een inschrijvende partij die de organisatiedoelen, vernieuwde positionering en doelgroepinzichten kan omzetten naar voor de doelgroepen aansprekende (campagne) concepten. Deze Inschrijvende partij heeft een brugfunctie van strategie naar concepting.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een inschrijvende partij die de organisatiedoelen, vernieuwde positionering en doelgroepinzichten kan omzetten naar voor de doelgroepen aansprekende (campagne) concepten. Deze Inschrijvende partij heeft een brugfunctie van strategie naar concepting.

II.2.5. Award criteria

Price

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: [2022/S 057-149626](#)

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

Title:

Campagne Concept Ontwikkeling

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/07/2022

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 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: David Raakt Merken B.V.

National registration number: 17218791

Postal address: Liessenstraat 9A

Town: Uden

NUTS code: NL41 Noord-Brabant

Postal code: 5405 AH

Country: Netherlands

E-mail: nico@david-raakt.nl

Telephone: +31 041372606

Internet address: <https://www.david-raakt.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: 250 000,00 EUR

Total value of the contract/lot: 250 000,00 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 Den Haag

Town: Den Haag

Country: Netherlands

VI.5. Date of dispatch of this notice

02/08/2022