

Netherlands-Amsterdam: Marketing services
OJ S 182/2019 20/09/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Duits Verkeersbureau
Postal address: Amstelveenseweg 642
Town: Amsterdam
NUTS code: NL Nederland
Postal code: 1081 JJ
Country: Netherlands
Contact person: Manuela Hagener
E-mail: manuela.hagener@d-z-t.com
Telephone: +31 203113926

Internet address(es):

Main address: <http://www.germany.travel/en/germany/about-us/>

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Het Duits Verkeersbureau zoekt een 'full-service mediabureau'

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Voor 2019/2020 zoekt het Duits Verkeersbureau een gekwalificeerd full-service mediabureau dat ons bij het realiseren van verschillende marketingcampagnes ondersteunt. Het doel van de marketingcampagnes is enerzijds om in reizen geïnteresseerde consumenten naar onze campagnepagina's te halen en anderzijds om brand awareness voor het vakantieland Duitsland te creëren. Het is belangrijk dat uitgesloten wordt dat onlinemaatregelen, zoals data-targeting, niet op politiek incorrecte pagina's landen en de opdracht van de DZT schaden (trefwoord: 'brand safety check').

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 49 500,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: NEDERLAND

II.2.4. Description of the procurement

Zie: <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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:

Het Duits Verkeersbureau zoekt een 'full-service mediabureau'

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

22/07/2019

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Zuiver Media bv

Postal address: Labs 55 | Unit 20–21, Lulofsstraat 55

Town: Den Haag

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Total value of the contract/lot: 49 500,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Zie: <https://www.evergabe-online.de/tenderdetails.html?3&id=266031>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Deutsche Zentrale für Tourismus e.V

Postal address: Beethovenstraße 69

Town: Frankfurt

Postal code: 60325

Country: Germany

E-mail: daniel.volaric@d-z-t.com

Internet address: <http://www.germany.travel>

VI.5. Date of dispatch of this notice

16/09/2019