

Belgium-Brussels: Advertising and marketing services
OJ S 218/2017 14/11/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agentschap Sport Vlaanderen

Postal address: Arenberggebouw — Arenbergstraat 5

Town: Brussel

NUTS code: BE2 Vlaams Gewest

Postal code: 1000

Country: Belgium

Contact person: Ken Nys

E-mail: ken.nys@sport.vlaanderen

Telephone: +32 22094509

Internet address(es):

Main address: <http://www.sport.vlaanderen>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=290859>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: sport

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Sportpromotionele sensibiliseringscampagne.

Reference number: Sport Vlaanderen-1/2017/Sport Vlaanderen-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Raamovereenkomst met als doel de

bestaande sportpromotionele sensibiliseringscampagne #sportersbelevenmeer verder uit te diepen, te integreren en toe te passen op heel Sport Vlaanderen (afdelings- en dienstspecifiek en -overschrijdend).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 95 008,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE2 Vlaams Gewest

Main site or place of performance: Brussel.

II.2.4. Description of the procurement

Raamovereenkomst met als doel de bestaande sportpromotionele sensibiliseringscampagne #sportersbelevenmeer verder uit te diepen, te integreren en toe te passen op heel Sport Vlaanderen (afdelings- en dienstspecifiek en -overschrijdend).

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit van strategie en plan van aanpak / Weighting: 50

Quality criterion - Name: Kwaliteit van het creatief concept / Weighting: 30

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

Het criterium prijs werd opgesplitst in twee subcriteria. Subcriterium 1, globale prijs-10 punten, werd beoordeeld aan de hand van een totaalprijs opgegeven voor het uitdenken en realiseren van een case. Dit is de prijs die in deze aankondiging ook vermeld wordt, nl. 95 008 EUR excl. btw. Subcriterium 2, prijslijst-10 punten, werd beoordeeld aan de hand van een prijslijst, nl. uurtarieven.

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 139-285688](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2017

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Gelotology

Town: Gent

NUTS code: BE234 Arr. Gent

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 95 008,00 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: Raad van State

Town: Brussel

Postal code: 1040

Country: Belgium

VI.4.2. Body responsible for mediation procedures

Official name: Raad van State

Town: Brussel

Country: Belgium

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Raad van State

Town: Brussel

Country: Belgium

VI.5. Date of dispatch of this notice

09/11/2017

