

Netherlands-Rotterdam: Advertising and marketing services

OJ S 176/2021 10/09/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: STC-Group

National registration number: 111935673

Postal address: Lloydstraat 300

Town: ROTTERDAM

NUTS code: NL Nederland

Postal code: 3024EA

Country: Netherlands

Contact person: Dennis Wannet

E-mail: inkoop@stc-r.nl

Telephone: +31 104486000

Internet address(es):Main address: <http://www.stc-group.nl>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/46c1a69b1ae8c4b7a113b9f85eea4a62>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/46c1a69b1ae8c4b7a113b9f85eea4a62>

Tenders or requests to participate must be submitted to the abovementioned address

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**

Media inkoop

Reference number: R0000774

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

De opdracht betreft o.a. de inkoop van online media (zoals Social Media), offline media (zoals advertenties in lokale kranten en vakbladen) en -uitingen in openbare ruimten (outdoor).

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: Rotterdam

II.2.4. Description of the procurement

De opdracht omvat de inkoop van traditionele offline media en de inkoop van online media. Over de offline media wenst aanbestedende dienst adviezen, rapportages en analyses te ontvangen. In totaal wordt voor ongeveer €300.000 aan mediadiensten uitgegeven.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: K1 Proces media inkoop / Weighting: 20

Quality criterion - Name: K2 Services / Weighting: 30

Quality criterion - Name: K3 Interviews / Weighting: 10

Price - Weighting: 40

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

optie tot verlenging van het raamcontract met 2 (twee) maal 12 (twaalf) maanden

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

optie tot verlenging van het raamcontract met 2 (twee) maal 12 (twaalf) maanden

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Geen schending milieu-, sociaal en arbeidsrecht,
- Geen valse verklaringen,
- Geen vervalsing mededinging,
- Geen betrokkenheid voorbereiding,
- Geen belangenconflict

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
Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 21/10/2021 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.7. Conditions for opening of tenders

Date: 22/10/2021 Local time: 10:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Rotterdam

Town: Rotterdam

Country: Netherlands

E-mail: rechtbankrotterdam@rechtspraak.nl

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

VI.5.

Date of dispatch of this notice

07/09/2021