

Netherlands-The Hague: Advertising and marketing services
OJ S 165/2022 29/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministerie van Algemene Zaken, Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: DEN HAAG

NUTS code: NL Nederland

Postal code: 2513 AH

Country: Netherlands

Contact person: Yolanda Kraus

E-mail: IUCCommunicatie@minaz.nl

Internet address(es):

Main address: <http://www.rijksoverheid.nl/dpc>

I.4. Type of the contracting authority

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

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campagnedienstverlening voor de Rijksoverheid

Reference number: Ea0090

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De Categorie Communicatie wil een raamovereenkomst voor Campagnedienstverlening voor de Rijksoverheid afsluiten met 5 opdrachtnemers. De opdracht behelst het ontwikkelen, uitwerken, evalueren en optimaliseren van strategie, concepten, middelen, content en acties van crossmediale campagnes.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 32 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De maximale waarde van de Raamovereenkomst is vastgesteld op € 70.000.000 exclusief btw.

II.2.5. Award criteria

Quality criterion - Name: EMVI op basis van beste prijs/kwaliteit-verhouding (BPKV) /

Weighting: 0

Price - Weighting: 0

II.2.11. Information about options

Options: yes

Description of options:

Twee verlengingsopties van 1 jaar

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

Restricted 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: [2021/S 216-568726](#)

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

Contract No: 1

Title:

Campagnedienstverlening voor de Rijksoverheid

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/08/2022

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: NOISE B.V.

National registration number: 33208187

Postal address: Koivistokade 3

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1013 AC

Country: Netherlands

E-mail: vincent.rump@makesomenoise.nl

Telephone: +31 205150490

Internet address: <http://www.noise.nl>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Havas Lemz B.V.

National registration number: 34106135

Postal address: Koivistokade 3

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1013AC

Country: Netherlands

E-mail: erik.dijkstra@havaslemz.com

Telephone: +31 204565000

Internet address: <http://www.havaslemz.com>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: MediaMonks B.V.

National registration number: 32084006

Postal address: Oude Amersfoortseweg 125

Town: HILVERSUM

NUTS code: NL Nederland

Postal code: 1212AA

Country: Netherlands

E-mail: manirma.vries@mediamonks.com

Telephone: +31 356212150

Internet address: <http://www.mediamonks.com>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Roorda Reclamebureau B.V.

National registration number: 33248672

Postal address: Gillis van Ledenberchstraat 108

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1052VK

Country: Netherlands

E-mail: hans.bauman@roorda.nl

Telephone: +31 0206648811

Internet address: <http://www.roorda.nl>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Open Now B.V.

National registration number: 58221379

Postal address: Westerdoksdijk 40 A

Town: AMSTERDAM

NUTS code: NL Nederland

Postal code: 1013AE

Country: Netherlands

Telephone: +31 206391666

Internet address: <http://www.opennow.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: 32 000 000,00 EUR

Total value of the contract/lot: 32 000 000,00 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

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: info@rechtbankdenhaag.nl

Internet address: <http://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

VI.5. Date of dispatch of this notice

24/08/2022

