

Belgium-Malines: Advertising campaign services
OJ S 191/2021 01/10/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Vlaamse Stichting Verkeerskunde
National registration number: 0261.150.229_216
Postal address: Stationsstraat 110
Town: Mechelen
NUTS code: BE212 Arr. Mechelen
Postal code: 2800
Country: Belgium
E-mail: nele.bollen@vsv.be
Telephone: +32 496369754

Internet address(es):

Main address: www.vsv.be
Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=423952>

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

Raamovereenkomst voor de ontwikkeling van grootschalige en doelgroepgerichte sensibiliseringscampagnes en de creatie en realisatie van communicatie- en sensibiliseringsmateriaal voor de VSV (Vlaamse Stichting Verkeerskunde).
Reference number: VSV-2021-NB-01-F02_0-F03_0

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Raamovereenkomst voor de ontwikkeling van grootschalige en doelgroepgerichte sensibiliseringscampagnes en de creatie en realisatie van communicatie- en sensibiliseringsmateriaal voor de VSV (Vlaamse Stichting Verkeerskunde).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 000 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE212 Arr. Mechelen

Main site or place of performance: Mechelen

II.2.4. Description of the procurement

het ontwikkelen van sensibiliserende campagnes om de Vlaamse verkeersveiligheid

II.2.5. Award criteria

Quality criterion - Name: Plan van aanpak / Weighting: 30

Quality criterion - Name: Creatief voorstel / Weighting: 30

Price - Weighting: 40

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 067-173512](#)

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: VSV-2021-nb-01-f02

Title:

Raamovereenkomst voor de ontwikkeling van grootschalige en doelgroepgerichte sensibiliseringscampagnes en de creatie en realisatie van communicatie- en sensibiliseringsmateriaal voor de VSV (Vlaamse S

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

21/09/2021

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: FamousGrey

National registration number: 0461529265

Postal address: Hendrik Placestraat 43/A

Town: Dilbeek

NUTS code: BE241 Arr. Halle-Vilvoorde

Postal code: 1702

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 4 000 000,00 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: VSV

Town: Mechelen

Postal code: 2800

Country: Belgium

VI.4.2. Body responsible for mediation procedures

Official name: VSV

Town: Mechelen

Postal code: 2800

Country: Belgium

VI.5. Date of dispatch of this notice

27/09/2021