

Germany-Munich: Advertising and marketing services
OJ S 210/2019 30/10/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: BAYERN TOURISMUS Marketing GmbH

Postal address: Arabellastraße 17

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81925

Country: Germany

E-mail: vergabe@bayern.info

Internet address(es):

Main address: <https://daby.bayern.by/auftragsvergabe/>

I.4. Type of the contracting authority

Other type: Tourismus Marketing

I.5. Main activity

Other activity: Tourismus Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Rahmenvereinbarung Bewegtbild Agenturleistungen

Reference number: by.TM2019-EU03

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filmen sowie die Erstellung von Clips für die Website.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 1 000 000,00 EUR

II.2. Description

II.2.1. Title

Web-Clips (Kopie)

Lot No: 2 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filme sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %

Cost criterion - Name: Angebotspreise / 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

II.2. Description

II.2.1. Title

Footage-Produktion (Kopie)

Lot No: 1 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filme sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %

Cost criterion - Name: Angebotspreise / 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

II.2. Description

II.2.1. Title

Video-Produktionen (Kopie)

Lot No: 3 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filme sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %

Cost criterion - Name: Angebotspreise / 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

II.2. Description

II.2.1. Title

Image-Clips (Kopie)

Lot No: 4 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filme sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %

Cost criterion - Name: Angebotspreise / 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

II.2. Description

II.2.1. Title

Dokumentationen (Kopie)

Lot No: 5 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filme sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %

Cost criterion - Name: Angebotspreise / 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

II.2. Description

II.2.1. Title

360° Clips (Kopie)
Lot No: 6 (Kopie)

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt
Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Die BAYERN TOURISMUS Marketing GmbH sucht mehrere Dienstleister im Bereich Bewegtbild-Produktion. Die Tätigkeit umfasst die Produktion von Footage-Material, Imageclips, Videos, Dokumentationen, 360°-Filmen sowie die Erstellung von Clips für die Website.

II.2.5. Award criteria

Quality criterion - Name: Arbeitsmuster / Weighting: 60 %
Cost criterion - Name: Angebotspreise / 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

Competitive procedure with negotiation

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: [2019/S 125-305867](#)

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

Lot No: 1

Title:

Footage Produktion

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Isar Film Produktion GmbH

Postal address: Tumblinger Str. 24 Rgb.

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80337

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 1

Title:

Footage Produktion

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Picture Elements Filmproduktion Mediendesign GmbH

Postal address: Reichenbachstr. 28

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80469

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

Title:

Web Clips

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Enrico Pallazzo Ges. für Gute Unterhaltung GmbH

Postal address: Rosenheimerstr. 145

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81671

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

Title:

Web Clips

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Picture Elements Filmproduktion Mediendesign GmbH

Postal address: Reichenbachstr. 28

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80469

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 3**Title:**

Videoproduktion

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Enrico Pallazzo Ges. für Gute Unterhaltung GmbH

Postal address: Rosenheimer Str. 145

Town: München

NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 81671
Country: Germany
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

Videoproduktion

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Ivory Productions GmbH & Co KG

Postal address: Müllerstr. 15

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80469

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Imagefilm

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Picture Elements Filmproduktion Mediendesign GmbH

Postal address: Reichenbachstr. 28

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80469

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Imagefilm

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Schwarzbild Medienproduktion GmbH

Postal address: Widenmayerstr. 18

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80538

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 5

Title:

Dokumentationen / Live-Schaltungen

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Isar Film Produktion GmbH

Postal address: Tumblinger Str. 24 Rgb

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80337

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 5

Title:

Dokumentationen / Live-Schaltungen

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Regiepapst Medienproduktion GmbH

Postal address: Ingolstädter Str. 12

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80807

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 6

Title:

360o Filme

A contract/lot is awarded: yes

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

18/09/2019

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Regiepapst Medienproduktion GmbH

Postal address: Ingolstädter Str. 12

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80807

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4YRWDR7E

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer für Südbayern bei der Regierung von Oberbayern

Town: München

Country: Germany

VI.5. Date of dispatch of this notice

28/10/2019