

**Belgium-Antwerp: Advertising and marketing services**  
**OJ S 164/2023 28/08/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Artesis Plantijn Hogeschool Antwerpen

National registration number: 0535.880.359\_25104

Postal address: Lange Nieuwstraat 101

Town: Antwerpen

NUTS code: BE211 Arr. Antwerpen

Postal code: 2000

Country: Belgium

E-mail: [astrid.versmissen@ap.be](mailto:astrid.versmissen@ap.be)

Telephone: +32 32203376

**Internet address(es):**

Main address: <http://ap.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=492913>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

de raamovereenkomst voor het uitwerken en onderhouden van marketingcampagnes, media en grafisch werk

Reference number: Artesis Plantijn Hogeschool Antwerpen-AP/MPMO/2022-003-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**

de raamovereenkomst voor het uitwerken en onderhouden van marketingcampagnes, media en grafisch werk

**II.1.6.**

## Information about lots

This contract is divided into lots: yes

### II.1.7. Total value of the procurement

Value excluding VAT: 792 000,00 EUR

## II.2. Description

### II.2.1. Title

raamovereenkomst voor het uitwerken en onderhouden van marketingcampagnes

Lot No: 1

### II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

### II.2.3. Place of performance

NUTS code: BE21 Prov. Antwerpen

### II.2.4. Description of the procurement

raamovereenkomst voor het uitwerken en onderhouden van marketingcampagnes

### II.2.5. Award criteria

Quality criterion - Name: Samenstelling en kwaliteiten van het team / Weighting: 5

Quality criterion - Name: Plan van aanpak / Weighting: 5

Quality criterion - Name: Ervaring met jongerenmarketing / Weighting: 20

Quality criterion - Name: B2B marketing ervaring / Weighting: 5

Quality criterion - Name: DOE-Opdracht / Weighting: 25

Cost criterion - Name: Globale prijs per takenpakket / Weighting: 20

Cost criterion - Name: prijs per uur voor extra dienstverlening / 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

## II.2. Description

### II.2.1. Title

raamovereenkomst voor het uitwerken en onderhouden van media

Lot No: 2

### II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

### II.2.3. Place of performance

NUTS code: BE21 Prov. Antwerpen

### II.2.4. Description of the procurement

raamovereenkomst voor het uitwerken en onderhouden van media

### II.2.5. Award criteria

Quality criterion - Name: Samenwerking / Weighting: 19

Quality criterion - Name: netwerk / Weighting: 6

Quality criterion - Name: DOE-opdracht / Weighting: 25

Cost criterion - Name: Globale prijs per takenpakket / Weighting: 30

Cost criterion - Name: prijs per uur voor extra diensten / 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**

##### **II.2. Description**

###### **II.2.1. Title**

raamovereenkomst voor het uitwerken en onderhouden van grafisch werk  
Lot No: 3

###### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services

###### **II.2.3. Place of performance**

NUTS code: BE21 Prov. Antwerpen

###### **II.2.4. Description of the procurement**

raamovereenkomst voor het uitwerken en onderhouden van grafisch werk

###### **II.2.5. Award criteria**

Quality criterion - Name: plan van aanpak / Weighting: 10

Quality criterion - Name: DOE-opdracht / Weighting: 40

Cost criterion - Name: globale prijs per opdracht / Weighting: 25

Cost criterion - Name: prijs per uur voor extra diensten / Weighting: 25

#### **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**

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#### **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: [2022/S 206-588274](#)

#### 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

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**Contract No:** AP/MPMO/2022-003

**Lot No:** 1

**Title:**

raamovereenkomst voor het uitwerken en onderhouden van marketingcampagnes

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

21/08/2023

#### V.2.2. Information about tenders

Number of tenders received: 3

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

#### V.2.3. Name and address of the contractor

Official name: IO Belgium

Town: Herentals

NUTS code: BE213 Arr. Turnhout

Postal code: 2200

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 120 000,00 EUR

#### V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** AP/MPMO/2022-003

**Lot No:** 2

**Title:**

raamovereenkomst voor het uitwerken en onderhouden van media

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

21/08/2023

### **V.2.2. Information about tenders**

Number of tenders received: 3

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

### **V.2.3. Name and address of the contractor**

Official name: IO Belgium

Town: Herentals

NUTS code: BE213 Arr. Turnhout

Postal code: 2200

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 73 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** AP/MPMO/2022-003

**Lot No:** 3

**Title:**

raamovereenkomst voor het uitwerken en onderhouden van grafisch werk

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

21/08/2023

### **V.2.2. Information about tenders**

Number of tenders received: 4

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

### **V.2.3. Name and address of the contractor**

Official name: IO Belgium

Town: Herentals

NUTS code: BE213 Arr. Turnhout

Postal code: 2200

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 5 000,00 EUR

### **V.2.5. Information about subcontracting**

## Section VI: Complementary information

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### 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.5. Date of dispatch of this notice

23/08/2023