

527387-2026 - Competition

Germany – Advertising and marketing services – Resilienzkampagne "Mach Dich unkaputtbar"

OJ S 145/2026 30/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Landesverband der Betriebskrankenkassen Bayern

Email: vergabe@BKK-LV-BAYERN.de

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Resilienzkampagne "Mach Dich unkaputtbar"

Description: Rahmenvereinbarung zur Weiterentwicklung der Kampagne "Mach Dich unkaputtbar" inkl. Betreuung und Hosting der Kampagnenwebsite

Procedure identifier: b30a17e4-6929-461d-9aac-9de4073e4d71

Internal identifier: 069-A1.6-2026

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services, 79342000 Marketing services

2.1.2. Place of performance

Postal address: Züricher Str. 25

Town: München

Postcode: 81476

Country subdivision (NUTS): München, Kreisfreie Stadt (DE212)

Country: Germany

2.1.3. Value

Estimated value excluding VAT: 480 000,00 EUR

Maximum value of the framework agreement: 480 000,00 EUR

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXP4Y0TMGRD#

Legal basis:

Directive 2014/24/EU

vgv -

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: Resilienzkampagne "Mach Dich unkaputtbar"

Description: Die ausgeschriebene Dienstleistung beinhaltet die strategische Konzeption und kreative Weiterentwicklung, sowie eine fortlaufende Betreuung der Resilienzkampagne MACH DICH UNKAPUTTBAR. Die Dienstleistung inkludiert auch die technische, und redaktionelle Pflege der zugehörigen Website www.mach-dich-unkaputtbar.de im Rahmen von Hosting, Wartung und Betreuung.

Internal identifier: 069-A1.6-2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services, 79342000 Marketing services

5.1.2. Place of performance

Postal address: Züricher Str. 25

Town: München

Postcode: 81476

Country subdivision (NUTS): München, Kreisfreie Stadt (DE212)

Country: Germany

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Zweimalige Verlängerung um 12 Monate möglich

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: #Besonders auch geeignet für:freelance#, #Besonders auch geeignet für:selbst#, #Besonders auch geeignet für:startup#, #Besonders auch geeignet für:other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: References on specified services

Description of selection criterion: Benennung Kernteam lt. Anlage 3 Referenzen ausgeführter Projekte lt. Anlage 3 Sprachniveau lt. Anlage 3 Betriebshaftpflicht lt. Anlage 3 Eintragung in ein relevantes Berufsregister lt. Anlage 3

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Maximum number of tenders passing: 5

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:

Type: Price

Name: Kosten für laufende Betreuung und Hosting der Website inkl. Kosten für CMS, Betriebs- und Sicherheitskonzept sowie regelmäßige Content-Arbeiten und Meetings mit dem Auftraggeber

Description: Laufende Betreuung und Hosting der Website inkl. Kosten für CMS, Betriebs- und Sicherheitskonzept sowie regelmäßige Content-Arbeiten und Meetings mit dem Auftraggeber

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Name: Konzept

Description: Leistungskonzepte Strategie, Umsetzung, Betreuung, Hosting Website und Präsentation bzw. Vorstellung

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Deadline for requesting additional information: 24/08/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.dtv.de/Satellite/notice/CXP4Y0TMGRD/documents>

Ad hoc communication channel:

URL: <https://www.dtv.de/Satellite/notice/CXP4Y0TMGRD>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 04/09/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.dtv.de/Satellite/notice/CXP4Y0TMGRD>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 31/08/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Nach § 56 VgV dürfen leistungsbezogene Unterlagen zur Wirtschaftlichkeitsbewertung, wesentliche Preisangaben sowie vollständig ausgeschlossene Nachforderungen (falls vorab in der Bekanntmachung untersagt) nicht nachgefordert werden.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: VOL/B

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 5

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vergabekammer des Bundes

Organisation providing additional information about the procurement procedure:

Landesverband der Betriebskrankenkassen Bayern

Organisation providing more information on the review procedures: Vergabekammer des Bundes

Organisation receiving requests to participate: Landesverband der Betriebskrankenkassen Bayern

8. Organisations

8.1. ORG-0001

Official name: Landesverband der Betriebskrankenkassen Bayern

Registration number: DE319061878

Postal address: Züricher Str. 25

Town: München

Postcode: 81476

Country subdivision (NUTS): München, Kreisfreie Stadt (DE212)

Country: Germany

Contact point: Vergabestelle

Email: vergabe@BKK-LV-BAYERN.de

Telephone: +498974579-321

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Vergabekammer des Bundes

Registration number: Umsatzsteuer ID DE319061878
Postal address: Villemombler Str. 76
Town: Bonn
Postcode: 53123
Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Country: Germany
Email: vk@bundeskartellamt.bund.de
Telephone: +49 2289499-0
Fax: +49 2289499-163
Roles of this organisation:
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Vergabekammer des Bundes
Registration number: keine
Postal address: Villemombler Str.76
Town: Bonn
Postcode: 53123
Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Country: Germany
Email: vk@bundeskartellamt.bund.de
Telephone: +492289499-0
Fax: +492289499-163
Roles of this organisation:
Review organisation

8.1. ORG-0004

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)
Registration number: 0204:994-DOEVD-83
Town: Bonn
Postcode: 53119
Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Country: Germany
Email: noreply.esender_hub@bescha.bund.de
Telephone: +49228996100
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: 590a237e-966b-41ff-9eca-2c49c91352f8 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 29/07/2026 11:26:38 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: German
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