

528653-2026 - Competition

Netherlands – Advertising and marketing services – MarCom Partner

OJ S 145/2026 30/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: R.E.T. N.V.

Email: greijchard@ret.nl

Legal type of the buyer: Public undertaking

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: MarCom Partner

Description: De opdracht betreft het contracteren van één strategische Marketing & Communicatiepartner die samen met de RET bouwt aan de lange termijn positionering van het merk RET en de doorontwikkeling van de merkbeloofte Elke dag, voor jou.

Procedure identifier: 1b54a309-2dc0-456d-80ef-e9417a96df86

Internal identifier: 3385db9e-8c1e-499e-92ac-3624153b6dde

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

2.1.3. Value

Estimated value excluding VAT: 1 400 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: MarCom Partner

Description: De opdracht betreft het contracteren van één strategische Marketing & Communicatiepartner die samen met de RET bouwt aan de lange termijn positionering van het merk RET en de doorontwikkeling van de merkbeplooi. Elke dag, voor jou.
Internal identifier: 5555d52d-df91-413c-914d-dbdd552fd2cd

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

5.1.3. Estimated duration

Duration: 8 Years

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 1 400 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

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

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

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/225962>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/225962>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 04/11/2026 09:00:00 (UTC+00:00) Western European Time, GMT

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: Zie leidraad

Financial arrangement: Zie leidraad

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Rotterdam

Information about review deadlines: Zie leidraad

Organisation providing additional information about the procurement procedure: R.E.T. N.V.

Organisation providing more information on the review procedures: Rechtbank Rotterdam

8. Organisations

8.1. ORG-0001

Official name: R.E.T. N.V.

Registration number: 24292838

Postal address: Laan op Zuid 2

Town: Rotterdam

Postcode: 3071AA

Country subdivision (NUTS): Groot-Rijnmond (NL366)

Country: Netherlands

Contact point: Gayle Reijchard

Email: greijchard@ret.nl

Telephone: +31640245040

Buyer profile: <https://s2c.mercell.com/buyer/2336>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Rechtbank Rotterdam

Registration number: 82947740

Town: Rotterdam

Postcode: 3072 AK

Country subdivision (NUTS): Groot-Rijnmond (NL366)

Country: Netherlands

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 3de4ed47-7167-4a6a-93cc-7876c724bcaa - 01

Form type: Competition

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