

**Switzerland-Zurich: Advertising campaign services**  
**OJ S 169/2023 04/09/2023**  
**Contract award notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Elektrizitätswerk der Stadt Zürich (ewz) Finanzen und Controlling  
Projekteinkauf, FEP

Postal address: Tramstrasse 35

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: CH-8050

Country: Switzerland

Contact person: Armin Mächler

E-mail: [armin.maechler@ewz.ch](mailto:armin.maechler@ewz.ch)

**Internet address(es):**

Main address: <https://www.simap.ch>

Address of the buyer profile: [www.ewz.ch](http://www.ewz.ch)

**I.6. Main activity**

Electricity

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**Section II: Object**

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

**II.1.1. Title**

Full Service Kreativagenturen für ewz

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Full Service Kreativagenturen für ewz

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.2. Description**

**II.2.1. Title**

Lot No: 1

**II.2.2.**

**Additional CPV code(s)**

79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: CH0 Schweiz/Suisse/Svizzera

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

Full Service Kreativagenturen für ewz

**II.2.5. Award criteria**

Cost criterion - Name: Kreativekompetenz / Weighting: 30%

Cost criterion - Name: Preis / Weighting: 25%

Cost criterion - Name: Beratungskompetenz / Weighting: 25%

Cost criterion - Name: Referenzen / 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**

Lot No: 2

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

79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: CH0 Schweiz/Suisse/Svizzera

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

Full Service Kreativagenturen für ewz

**II.2.5. Award criteria**

Cost criterion - Name: Kreativkompetenz / Weighting: 30%

Cost criterion - Name: Preis / Weighting: 25%

Cost criterion - Name: Beratungskompetenz / Weighting: 25%

Cost criterion - Name: Referenzen / 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****Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 038-112878](#)

##### **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 periodic indicative notice**

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

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##### **Lot No: 1**

A contract/lot is awarded: yes

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

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

29/08/2023

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

Number of tenders received: 13

The contract has been awarded to a group of economic operators: yes

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

Official name: Wunderman Thompson Switzerland AG

Postal address: Hardturmstrasse 133

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8005

Country: Switzerland

The contractor is an SME: yes

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

Official name: TBWA Switzerland AG

Postal address: Seefeldstrasse 19

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8008

Country: Switzerland

The contractor is an SME: yes

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

Official name: Publicis Communications Schweiz AG

Postal address: Stadelhoferstrasse 25  
Town: Zürich  
NUTS code: CH0 Schweiz/Suisse/Svizzera  
Postal code: 8024  
Country: Switzerland  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 371,12 CHF

**V.2.5. Information about subcontracting**

**V.2.6. Price paid for bargain purchases**

**Section V: Award of contract**

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**Lot No: 2**

A contract/lot is awarded: yes

**V.2. Award of contract**

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

29/08/2023

**V.2.2. Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: yes

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

Official name: MONA UND MATEO GmbH  
Postal address: Holbeinstrasse 16  
Town: Basel  
NUTS code: CH0 Schweiz/Suisse/Svizzera  
Postal code: 4051  
Country: Switzerland  
The contractor is an SME: yes

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

Official name: Serviceplan Group Switzerland AG  
Postal address: Heinrichstrasse 267A  
Town: Zürich  
NUTS code: CH0 Schweiz/Suisse/Svizzera  
Postal code: 8005  
Country: Switzerland  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 051,67 CHF

**V.2.5. Information about subcontracting**

**V.2.6. Price paid for bargain purchases**

## Section VI: Complementary information

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### VI.3. Additional information

Begründung des Zuschlagsentscheides: Ausschlaggebend für die höchste Gesamtpunktzahl der drei Bestrangierten waren vor allem die Kurationskompetenz und die Beratungskompetenz.  
Rechtsmittelbelehrung: Gegen diese Verfügung kann innert 10 Tagen beim Verwaltungsgericht des Kantons Zürich, Militärstrasse 36, Postfach, 8090 Zürich, schriftlich Beschwerde eingereicht werden. Der Fristenverlauf beginnt für die Teilnehmenden / Anbietenden mit der Zustellung, für Dritte mit der Publikation. Die Beschwerdeschrift ist im Doppel einzureichen, sie muss einen Antrag und dessen Begründung enthalten. Die angefochtene Verfügung ist beizulegen. Die angerufenen Beweismittel sind genau zu bezeichnen und soweit möglich beizulegen.  
Die Anbietenden wurden am 29. August 2023 schriftlich informiert.  
Nationale Referenz-Publikation: Simap vom 30.08.2023 , Dok. 1349231

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Bundesverwaltungsgericht  
Postal address: Postfach  
Town: St. Gallen  
Postal code: 9023  
Country: Switzerland

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

30/08/2023