

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

Legal Basis:

Directive 2014/25/EU

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

Internet address(es):

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

Address of the buyer profile: www.ewz.ch

I.6. Main activity

Electricity

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Social Media Agenturen für ewz

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Social Media Agenturen 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

Social Media Agenturen für ewz

II.2.5. Award criteria

Cost criterion - Name: Kreationskompetenz / Weighting: 40%

Cost criterion - Name: Preis / Weighting: 25%

Cost criterion - Name: Beratungskompetenz / Weighting: 20%

Cost criterion - Name: Referenzen / Weighting: 15%

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

Social Media Agenturen für ewz

II.2.5. Award criteria

Cost criterion - Name: Social Media Management / Weighting: 25%

Cost criterion - Name: Preis / Weighting: 25%

Cost criterion - Name: Ressourcen / Weighting: 20%

Cost criterion - Name: Community Management / Weighting: 15%

Cost criterion - Name: Referenzen / Weighting: 15%

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

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 038-112822](#)

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

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: 12

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

V.2.3. Name and address of the contractor

Official name: Farner Consulting AG

Postal address: Löwenstrasse 2

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8001

Country: Switzerland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Maybaum AG

Postal address: Bruggerstrasse 37

Town: Baden

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 5400

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.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 108,75 CHF

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section V: Award of contract

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: 5

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

V.2.3. Name and address of the contractor

Official name: Farner Consulting AG
Postal address: Löwenstrasse 2
Town: Zürich
NUTS code: CH0 Schweiz/Suisse/Svizzera
Postal code: 8001
Country: Switzerland
The contractor is an SME: yes

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

Total value of the contract/lot: 500,00 CHF

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

Begründung des Zuschlagsentscheides: Ausschlaggebend für die höchste Gesamtpunktzahl der drei Bestrangierten waren nebst Referenzen und Preis vor allem die Kreative Kompetenz 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. 1349239

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