

Belgium-Brussels: Advertising and marketing services

OJ S 170/2023 05/09/2023

Contract notice – utilities

Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Infrabel sa - Procurement, division I-FBA.51

National registration number: 0869.763.267_25562

Postal address: Place Marcel Broodthaers 2

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1060

Country: Belgium

E-mail: nele.santulliana@infrabel.be**Internet address(es):**Main address: www.infrabel.beAddress of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=492733>**I.3. Communication**

Access to the procurement documents is restricted. Further information can be obtained at:

<https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=492733>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://eten.](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=I-FBA51-0000742616-F05)[publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=I-FBA51-0000742616-F05](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=I-FBA51-0000742616-F05)**I.6. Main activity**

Railway services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Accord-cadre pour des services d'une agence de publicité.

Reference number: I-FBA51-0000742616-F05_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

La mission de l'agence de publicité est d'analyser le marché et les objectifs communication d'Infrabel et d'assister Infrabel dans le positionnement de la marque et la communication de l'entreprise dans 3 matières bien distinctes:

- la communication autour de la sécurité ferroviaire
- le corporate branding
- l'employer branding

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

L'agence devra:

- participer à l'élaboration de la stratégie de communication et la réflexion stratégique concernant les actions planifiées ou à planifier
- jouer le rôle de lead agency qui crée et coordonne une stratégie de moyens (strategic planning)
- élaborer des concepts créatifs ainsi que, sur demande, la production, la réalisation de matériel et de supports
- sur demande: tester, suivre et mesurer les actions menées
- sur demande: formuler des recommandations média.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1.

Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Voir guide de sélection en annexe.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Voir guide de sélection en annexe.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Voir guide de sélection en annexe.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 25/09/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French, Dutch

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil D'Etat

Postal address: rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

VI.4.2.

Body responsible for mediation procedures

Official name: Conseil D'Etat

Postal address: rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Conseil D'Etat

Postal address: rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

VI.5. Date of dispatch of this notice

31/08/2023