

Germany-Esslingen am Neckar: Advertising campaign services

OJ S 197/2022 12/10/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hochschule Esslingen

Postal address: Kanalstr. 33

Town: Esslingen am Neckar

NUTS code: DE113 Esslingen

Postal code: 73728

Country: Germany

Contact person: Finanzen und Controlling

E-mail: ausschreibung@hs-esslingen.de

Telephone: +49 711397-3610

Fax: +49 711397-3133

Internet address(es):

Main address: www.hs-esslingen.de

Address of the buyer profile: www.hs-esslingen.de/hochschule/aktuelles/vergabe

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.vergabe24.de/vergabeunterlagen/54321-Tender-183ad7720f0-2d6e9b15c4d66727>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.vergabe24.de/vergabeunterlagen/54321-Tender-183ad7720f0-2d6e9b15c4d66727>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationskampagne 2023-2024

Reference number: HSE-2022-0002

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Die Hochschule hat in der Kampagne Anzeigen mit Fotos und Kurzspots auf Instagram, Facebook und Tiktok (User Generated Content) sowie auf Google Ads (thematisch geclustert) geschaltet.

II.1.5. Estimated total value

Value excluding VAT: 480 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: DE113 Esslingen

Main site or place of performance: Hochschule Esslingen Kanalstr. 33 73728 Esslingen am Neckar Deutschland

II.2.4. Description of the procurement

Die Kommunikations-Kampagne soll über drei Semester (18 Monate) laufen und drei Peaks haben - jeweils vor den Bewerbungsschlüssen: zum Wintersemester 2023/24 (Bewerbungsschluss: 15.7.23), zum Sommersemester 2024 (Bewerbungsschluss: 15.1.24), zum Wintersemester 2024/25 (Bewerbungsschluss: 15.7.24). Auch die mögliche Verlängerung der Bewerbung durch Losverfahren soll berücksichtigt werden.

1. Finanzrahmen: 270.000 € netto gesamt für 3 Semester = 321.300 € brutto.

2. Optionaler 2. Finanzrahmen: 210.000 € netto gesamt für 3 Semester = 249.900 € brutto.

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

Value excluding VAT: 480 000,00 EUR

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

Start: 16/01/2023

This contract is subject to renewal: yes

Description of renewals:

Eine einmalige, optionale Anschluss-Verlängerung von September 2024 - Februar 2026 ist möglich (siehe Leistungsbeschreibung), danach erfolgt ggf. eine erneute Ausschreibung.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

siehe Eignungskriterienkatalog gemäß Leistungsbeschreibung.

Bei absolut gleichwertigen Bewerbungen entscheidet das Los.

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:

Eignungskriterien gemäß Leistungsbeschreibung

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

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: yes

IV.2. Administrative information

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

Date: 07/11/2022 Local time: 12:00

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

Date: 11/11/2022

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

German

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 23/12/2022

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Postal address: Durlacher Allee 100

Town: Karlsruhe

Postal code: 76137

Country: Germany

VI.5. Date of dispatch of this notice

07/10/2022