

Germany-Munich: Advertising and marketing services
OJ S 235/2019 05/12/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bayerischer Rundfunk Zentraleinkauf
Postal address: Rundfunkplatz 1
Town: München
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80335
Country: Germany
Contact person: Zentraleinkauf, Vergabemanager
E-mail: ausschreibungen.zentraleinkauf@br.de
Fax: +49 89590023469
Internet address(es):
Main address: www.br.de

I.1. Name and addresses

Official name: Erstes Deutsches Fernsehen Programmdirektion
Postal address: Arnulfstraße 42
Town: München
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80335
Country: Germany
E-mail: ausschreibungen.zentraleinkauf@br.de
Internet address(es):
Main address: www.br.de

I.1. Name and addresses

Official name: Degeto Film GmbH
Postal address: Am Steinernen Stock 1
Town: Frankfurt
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60320
Country: Germany
E-mail: ausschreibungen.zentraleinkauf@br.de
Internet address(es):
Main address: www.br.de

I.1. Name and addresses

Official name: ARD-Werbung Sales & Services GmbH
Postal address: Falkensteiner Straße 77
Town: Frankfurt
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 60322
Country: Germany
E-mail: ausschreibungen.zentraleinkauf@br.de
Internet address(es):
Main address: www.br.de

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Medien

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Rahmenvertrag für Kreativleistungen

Reference number: BR-2019-0029

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Ausgeschrieben wird ein Rahmenvertrag für Beratungs-, Kreativ- und Ausführungsleistungen im Kommunikationsbereich.

Dazu gehören u. a. die Erstellung von Konzeptionen und deren Umsetzung sowie die Gestaltung und die Produktionsbetreuung aller Werbemaßnahmen und Werbemittel für den gesamten Mediamix (TV, Radio, Print, out of home, ambient, digital, social media etc.) zur Markt- und Markenentwicklung des Ersten Deutschen Fernsehens.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance: ARD Programmdirektion Arnulfstraße 42 80335 München
Degeto Film GmbH Am Steinernen Stock 1 60320 Frankfurt ARD-Werbung Sales & Services GmbH Falkensteiner Straße 77 60322 Frankfurt

II.2.4. Description of the procurement

Die Vertragslaufzeit beträgt 2 Jahre. Es besteht die Option zur zweimaligen Verlängerung um jeweils 1 Jahr. Weitere Informationen zum Auftragsgegenstand können den Vergabeunterlagen entnommen werden.

II.2.5. Award criteria

Price

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

Competitive procedure with negotiation

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

The procurement involves the establishment of a framework agreement

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: [2019/S 145-357573](#)

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 prior information notice

Section V: Award of contract

Contract No: 1

Title:

Rahmenvertrag für Kreativleistungen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2019

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Serviceplan Berlin GmbH & Co. KG

Postal address: Ziegelstraße 16

Town: Berlin

NUTS code: DE30 Berlin

Postal code: 10117

Country: Germany

E-mail: tender@serviceplan.com

Telephone: +49 303398880

Fax: +49 30339888111

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Regierung von Oberbayern, Vergabekammer Südbayern

Postal address: Maximilianstr. 39

Town: München

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

„Nach § 160 Abs. 3 Satz 1 Nr. 4 GWB ist ein Nachprüfungsantrag unzulässig, wenn nach Eingang der Mitteilung des Auftraggebers, einer erhobenen Rüge nicht abhelfen zu wollen, mehr als 15 Kalendertage vergangen sind.“

VI.5. Date of dispatch of this notice

02/12/2019