

**Netherlands-Utrecht: Advertising and marketing services**  
**OJ S 235/2021 03/12/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stichting Vilans

National registration number: 30216130

Postal address: Churchillaan 11

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3527 GV

Country: Netherlands

Contact person: Carolien Jobse

E-mail: [c.jobse@corvers.com](mailto:c.jobse@corvers.com)

Telephone: +31 736126566

**Internet address(es):**

Main address: <http://www.vilans.nl>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/86457>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

communicatie

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Deze aanbesteding bestaat uit twee percelen: het perceel film en video en het perceel grafische vormgeving. Doelstelling van deze aanbesteding is om voor ieder perceel 20 leveranciers te selecteren die een offerte mogen uitbrengen in de gunningsfase. Er wordt per

perceel gegund aan vijf marktpartijen. Wanneer er een concrete opdracht is zal deze onder de Raamovereenkomst worden uitgezet middels een Minicompetitie. De offertes in de Minicompetitie worden vervolgens niet alleen op kwaliteit maar tevens op prijs beoordeeld.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 800 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

film en video

Lot No: 1

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

92100000 Motion picture and video services

#### **II.2.3. Place of performance**

NUTS code: NL Nederland

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

Het perceel film en video bestaat uit de onderdelen:

Film- of videoregistratie

Met een film- of videoregistratie wordt bedoeld het filmen van een gebeurtenis zonder onderbreking. Denk aan een uitreiking van een prijs (bijvoorbeeld challenge verpleeghuiszorg) of een certificaat. Ook kan bijvoorbeeld de presentatie van een keynote spreker gefilmd worden tijdens een congres.

Film- of videoreportage en/of interview

Bij een film- of videoreportage gaat het om het in beeld brengen van een gebeurtenis door het tonen van fragmenten en het editen van deze beelden. De reportage laat een duidelijk verhaal zien en stelt het onderwerp of persoon centraal.

Filmdocumentaire

Bij een documentaire gaat het om het in beeld brengen van een bepaald thema of persoon. In een documentaire geef je als filmmaker zelf richting aan vorm en opbouw, op basis van een eigen visie op het onderwerp. Het onderwerp wordt niet alleen maar gevolgd, het wordt door de maker onderzocht, uitgediept en in een breder kader gezet.

Teaser

Met een teaser wordt bedoeld een kort fragment dat moet triggeren om de hele video te gaan kijken. Een teaser moet de kijker in een paar seconden uitnodigen om meer te willen zien.

Vaak bestaat de teaser uit een compilatie met de highlights van de productie. Een teaser kan ook een op zichzelf staand fragment zijn: een spannend of grappig onderdeel van een scène.

#### **II.2.5. Award criteria**

Cost criterion - Name: prijs / Weighting: 40

Cost criterion - Name: kwaliteit / Weighting: 60

#### **II.2.11. Information about options**

Options: yes

Description of options:

de Raamovereenkomst kan twee keer worden verlengd met een termijn van 12 maanden

#### **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

grafische vormgeving  
Lot No: 2

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

79822500 Graphic design services

##### II.2.3. Place of performance

NUTS code: NL Nederland

##### II.2.4. Description of the procurement

De werkzaamheden bestaan uit grafische vormgeving van communicatiemiddelen gebaseerd op de Vilans-huisstijl. Daarnaast bestaan werkzaamheden uit conceptontwikkeling en het ontwikkelen van beeldtaal voor projecten, programma's of evenementen. Waarbij een doorvertaling wordt gemaakt naar grafische vormgeving voor communicatiemiddelen, zoals congresmiddelen, het grafisch vormgeven van (online) brochures, het maken van posters, het maken van infographics en het uitvoeren van diverse DTP werkzaamheden. Zowel voor print- als online uitingen.

Deze aanbesteding is er niet op gericht om te komen tot een nieuwe huisstijl.

##### II.2.5. Award criteria

Cost criterion - Name: prijs / Weighting: 40  
Cost criterion - Name: kwaliteit / Weighting: 60

##### II.2.11. Information about options

Options: yes

Description of options:

de Raamovereenkomst kan twee keer worden verlengd met een termijn van 12 maanden

##### 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

Restricted procedure

##### 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: [2020/S 242-598301](#)

### **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**

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**Contract No:** 1

**Lot No:** 1

**Title:**

Film en video

A contract/lot is awarded: yes

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

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

29/11/2021

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

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Buro Proost

National registration number: 34263383

Postal address: De Ruyterstraat 68

Town: Huizen

NUTS code: NL Nederland

Postal code: 1271SW

Country: Netherlands

E-mail: [ronald@buroproost.nl](mailto:ronald@buroproost.nl)

Telephone: +31 357130171

Internet address: <http://www.buroproost.nl>

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

#### **V.2.5. Information about subcontracting**

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

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**Contract No:** 2

**Lot No:** 1

**Title:**

Film en video

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

29/11/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: PRezz videoproductiehuis

National registration number: 30199727

Postal address: Velperengh, 16

Town: Doorn

NUTS code: NL Nederland

Postal code: 3941BZ

Country: Netherlands

E-mail: [monika@prezz.org](mailto:monika@prezz.org)

Telephone: +31 623071160

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 1

**Title:**

Film en video

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

29/11/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Scripta

National registration number: 76726061  
Postal address: Bergstraat 9  
Town: Amersfoort  
NUTS code: NL Nederland  
Postal code: 3811 NE  
Country: Netherlands  
E-mail: [info@scripta.nl](mailto:info@scripta.nl)  
The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 1

**Title:**

Film en video

A contract/lot is awarded: yes

**V.2. Award of contract**

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

29/11/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Visser Media & Design B.V.

National registration number: 80967191

Postal address: Newtonweg 2

Town: Alblusserdam

NUTS code: NL Nederland

Postal code: 2952BH

Country: Netherlands

E-mail: [patrick@vissermediadesign.nl](mailto:patrick@vissermediadesign.nl)

Telephone: +31 612082105

Internet address: <http://www.vissermediadesign.nl>

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 5

**Lot No:** 1

**Title:**

Film en video

A contract/lot is awarded: yes

**V.2. Award of contract**

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

29/11/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Wirtz Film & Experience Agency BV

National registration number: 34128701

Postal address: Grasweg 77

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1031HX

Country: Netherlands

E-mail: [jan-willem@broekhuizenwirtz.nl](mailto:jan-willem@broekhuizenwirtz.nl)

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 6

**Lot No:** 2

**Title:**

Grafische vormgeving

A contract/lot is awarded: yes

**V.2. Award of contract**

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

01/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Maikel van Berkel grafisch ontwerp  
National registration number: 65298810  
Postal address: Belgiëlaan 16  
Town: Dongen  
NUTS code: NL Nederland  
Postal code: 5101 ZG  
Country: Netherlands  
E-mail: [maikelvanberkel@gmail.com](mailto:maikelvanberkel@gmail.com)  
Telephone: +31 0612791524  
Internet address: <http://www.maikelvanberkel.com>  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 7

**Lot No:** 2

**Title:**

Grafische vormgeving

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

01/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Marcom+design  
National registration number: 59791187  
Postal address: Julianaweg 420  
Town: Utrecht  
NUTS code: NL Nederland  
Postal code: 3523XN  
Country: Netherlands  
E-mail: [tijmen@marcomplusdesign.nl](mailto:tijmen@marcomplusdesign.nl)  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting**

## Section V: Award of contract

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**Contract No:** 8

**Lot No:** 2

**Title:**

Grafische vormgeving

A contract/lot is awarded: yes

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

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

01/10/2021

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

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Public Cinema

National registration number: 72464143

Postal address: Burgemeester de Vlugtlaan 125

Town: Amsterdam

NUTS code: NL Nederland

Postal code: 1063 BJ

Country: Netherlands

E-mail: [peter@public-cinema.com](mailto:peter@public-cinema.com)

Telephone: +31 207008231

Internet address: <http://www.public-cinema.com>

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

#### **V.2.5. Information about subcontracting**

## Section V: Award of contract

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**Contract No:** 9

**Lot No:** 2

**Title:**

Grafische vormgeving

A contract/lot is awarded: yes

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

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

01/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Studio Tween VOF

National registration number: 17198379

Postal address: Hinthamerstraat, 157

Town: 's-Hertogenbosch

NUTS code: NL Nederland

Postal code: 5211MK

Country: Netherlands

E-mail: [info@studiotween.com](mailto:info@studiotween.com)

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 10

**Lot No:** 2

**Title:**

Grafische vormgeving

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

01/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 22

Number of tenders received by electronic means: 22

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

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

Official name: Taluut VOF

National registration number: 61744573

Postal address: Maliesingel

Town: Utrecht

NUTS code: NL Nederland

Postal code: 9

Country: Netherlands

E-mail: [ontwerp@taluu.nl](mailto:ontwerp@taluu.nl)

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 1 200 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Rechtbank Midden- Nederland

Town: Utrecht

Country: Netherlands

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

29/11/2021