

Germany-Cologne: World wide web (www) site design services
OJ S 198/2023 13/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutschlandradio Köln

Postal address: Raderberggürtel 40

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50968

Country: Germany

E-mail: e-vergaben@ndr.de

Telephone: +49 0

Fax: +49 0

Internet address(es):

Main address: <https://www.deutschlandradio.de/>

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

Visuelle Gestaltung von digitalen Produkten für Deutschlandradio

Reference number: E50/2023-11DR

II.1.2. Main CPV code

72413000 World wide web (www) site design services

II.1.3. Type of contract

Services

II.1.4. Short description

Gegenstand

der Ausschreibung ist der Abschluss eines Rahmenvertrages mit einem

Wirtschaftsteilnehmer für die Anlieferung von Gestaltungselementen im Zeitraum 01. März

2024 bis 28. Februar 2025 und eine dreimalige, optionale Verlängerung um jeweils ein

weiteres Jahr.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 200,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: DEA23 Köln, Kreisfreie Stadt

NUTS code: DE300 Berlin

Main site or place of performance: Deutschlandradio Köln Raderberggürtel 40 50968 Köln

II.2.4. Description of the procurement

Die Leistungen bestehen aus:

Konzeptionelle und visuelle Produktentwicklung

- Konzeption von User Tasks Flows
- Art Direction für alle digitalen Publikumsprodukte von Deutschlandradio, wie
- Websites und Apps, etc.
- Weiterentwicklung der Designsprache
- Gestaltung von Interface Design (UI-Elemente)
- Interaction Design
- Qualitätssicherung der Komponentenbibliothek
- Usability Testing

Beratung und Konzeption hinsichtlich

- Informationsarchitektur
- Bildsprache und Typographie
- Mitbewerber-Analyse
- User-Tests
- Strategische Markenführung im digitalen Raum

Der Ausschreibungsgegenstand ist detailliert in Teil 3 der Vergabeunterlagen beschrieben.

II.2.5. Award criteria

Quality criterion - Name: Herangehensweise/Kreativität / Weighting: 70

Price - Weighting: 30.00

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

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: [2023/S 155-493662](#)

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**

Title:

Auftragsvergabe Make Studio GmbH

A contract/lot is awarded: yes

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

09/10/2023

V.2.2. Information about tenders

Number of tenders received: 26

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: 26

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

V.2.3. Name and address of the contractor

Official name: Make Studio GmbH

Postal address: Susannenstr. 21a

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 20357

Country: Germany

E-mail: hello@make-studio.net

Telephone: +49 4064838980

Internet address: <http://www.make-studio.net>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 840 336,12 EUR

Total value of the contract/lot: 4 200,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXS0Y6FY1CF5TRX9

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer bei der Bezirksregierung Köln

Postal address: Zeughausstraße 2-10

Town: Köln

Postal code: 50667

Country: Germany

E-mail: VKRheinland@bezreg-koeln.nrw.de

Fax: +49 221-1472889

Internet address: http://www.bezreg-koeln.nrw.de/brk_internet/vergabekammer/

VI.4.2. Body responsible for mediation procedures

Official name: Vergabekammer bei der Bezirksregierung Köln

Postal address: Zeughausstraße 2-10

Town: Köln

Postal code: 50667

Country: Germany

E-mail: VKRheinland@bezreg-koeln.nrw.de

Fax: +49 221-1472889

Internet address: http://www.bezreg-koeln.nrw.de/brk_internet/vergabekammer/

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

Official name: Vergabekammer bei der Bezirksregierung Köln

Postal address: Zeughausstraße 2-10

Town: Köln

Postal code: 50667

Country: Germany

E-mail: VKRheinland@bezreg-koeln.nrw.de

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VI.5. Date of dispatch of this notice

09/10/2023