

Netherlands-The Hague: Advertising and marketing services
OJ S 236/2021 06/12/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hoger Beroepsonderwijs Haaglanden

Postal address: Johanna Westerdijkplein 75

Town: Den Haag

NUTS code: NL33 Zuid-Holland

Postal code: 2521 EN

Country: Netherlands

Contact person: mevrouw M. Tetteroo

E-mail: m.tetteroo@hhs.nl

Internet address(es):

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

Address of the buyer profile: <http://www.dehaagsehogeschool.nl/>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EA Online Marketing, Content en Support 3 percelen

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Betreft een openbare aanbesteding Online Marketing, Content en Support.

3 percelen

Perceel 1. Online Marketing

De Haagse Hogeschool zoekt een partij die advies geeft over online marketing, die samen met de medewerkers van De Haagse Hogeschool de online marketing strategie bepaalt en die een groot deel van de uitvoer doet.

Perceel 2. Content Coördinatie en Creatie

De Haagse Hogeschool zoekt een partij voor de coördinatie en creatie van online content.

Perceel 3. Content Management Support

De Haagse Hogeschool zoekt een ondersteunende partij om content plaatsing uit handen te nemen.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 460 000,00 EUR

II.2. Description

II.2.1. Title

Perceel 1 Online Marketing

Lot No: Perceel 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een partij die advies geeft over online marketing, die samen met de medewerkers van De HHs de online marketingstrategie bepaalt en die een groot deel van de uitvoer doet.

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

II.2. Description

II.2.1. Title

Perceel 2 Content Coördinatie en Creatie

Lot No: Perceel 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een partij voor de coördinatie en creatie van online content.

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

II.2. Description

II.2.1. Title

Perceel 3 Content Management Support
Lot No: Perceel 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland
Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een ondersteunende partij om contentplaatsing uit handen te nemen.

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

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: [2021/S 176-458317](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Contract No: EA-MT-2021

Lot No: Perceel 1

Title:

Online Marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2021

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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: 7

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

V.2.3. Name and address of the contractor

Official name: Happy Idiots B.V.

National registration number: 55341217

Postal address: Keizersgracht 2A

Town: Eindhoven

NUTS code: NL41 Noord-Brabant

Postal code: 5611 GD

Country: Netherlands

E-mail: info@happyidiots.nl

Telephone: +31 040304007

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 600 000,00 EUR

Total value of the contract/lot: 590 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: EA-MT-2021

Lot No: Perceel 2

Title:

Content Coördinatie en Creatie

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2021

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

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: 9

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

V.2.3. Name and address of the contractor

Official name: PixelX B.V.

National registration number: 66040175

Postal address: Goudsesingel 130

Town: Rotterdam

NUTS code: NL33 Zuid-Holland

Postal code: 3011 KD

Country: Netherlands

E-mail: welkom@pixelx.nl

Telephone: +31 103074592

Internet address: <http://www.pixelx.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: 560 000,00 EUR

Total value of the contract/lot: 531 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: EA-MT-2021

Lot No: Perceel 3

Title:

Content Management Support

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2021

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: Presenter B.V.

National registration number: 30196314

Postal address: Goeman Borgesiuslaan 77

Town: Utrecht

NUTS code: NL31 Utrecht

Postal code: 3515 ET

Country: Netherlands

E-mail: info@presenter.nl

Telephone: +31 889300700

Internet address: <http://www.presenter.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: 300 000,00 EUR

Total value of the contract/lot: 325 600,00 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: Rechtbank Den Haag

Town: Den Haag

Country: Netherlands

VI.5. Date of dispatch of this notice

01/12/2021