

Germany-Leverkusen: Advertising and marketing services
OJ S 255/2020 31/12/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Einkaufsverbund der Krankenkassen (EVdK)

National registration number: N/A

Postal address: Breidenbachstraße 56

Town: Leverkusen

NUTS code: DEA24 Leverkusen, Kreisfreie Stadt

Postal code: 51373

Country: Germany

Contact person: Jan Zabold

E-mail: jan.zabold@evdk.com

Telephone: +49 221567853235

Internet address(es):

Main address: <http://evdk.com/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/339810>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Influencer-Marketing

Reference number: 1072

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Gegenstand des Vertrages ist die Betreuung für das Aufgabengebiet des Influencer-Marketings für die pronova BKK.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 200 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DEA24 Leverkusen, Kreisfreie Stadt

II.2.4. Description of the procurement

Gegenstand des Vertrages ist die Betreuung für das Aufgabengebiet des Influencer-Marketings für die pronova BKK.

II.2.5. Award criteria

Quality criterion - Name: Fachliche Bewertung / Weighting: 50 %

Price - Weighting: 50 %

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 167-404140](#)

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:

Influencer-Marketing

A contract/lot is awarded: yes

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

08/12/2020

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Social Match GmbH & Co. KG

Town: Münster

NUTS code: DEA33 Münster, Kreisfreie Stadt

Country: Germany

The contractor is an SME: no

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

Total value of the contract/lot: 200 000,00 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: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Telephone: +49 22894990

Fax: +49 2289499163

VI.4.2. Body responsible for mediation procedures

Official name: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Telephone: +49 22894990

Fax: +49 2289499163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Die Vergabestelle verweist auf die Regelungen zur Rechtsbehelfsfristen und Präklusionsbestimmungen nach §160 Absatz 1 bis 3 GWB. Ein Antrag auf Nachprüfung ist binnen 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, an die Vergabekammern des Bundes, Villemombler Straße 76, 53123 Bonn, Tel.: 0228 9499-0, Fax: 0228 9499-163, yk@bundeskartellamt.bund.de gemäß Punkt VI. 4.1) zu stellen.

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

Official name: XXX

Town: XXX

Country: Germany

VI.5. Date of dispatch of this notice

28/12/2020