

Germany-Munich: Graphic design services
OJ S 205/2023 24/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bayern Tourismus Marketing GmbH

Postal address: Arabellastr. 17

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81925

Country: Germany

E-mail: vergabe@bayern.info

Internet address(es):

Main address: <https://tourismus.bayern/>

Address of the buyer profile: <https://tourismus.bayern/>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Rahmenvertrag Kreativagentur

Reference number: 2023-011/VA

II.1.2. Main CPV code

79822500 Graphic design services

II.1.3. Type of contract

Services

II.1.4. Short description

Wir sind auf der Suche nach einer Agentur, die mit uns ab Mitte September 2023 kreative Kampagnenideen entwickelt und umsetzt. Unsere Kampagnen sind für uns bedeutender Innovationsmotor, denn wir wollen unsere Vorreiterrolle im Tourismus stets untermauern. Bei der strategischen Ausgestaltung der Kommunikation ist deshalb das Aufgreifen von neuen Trends, Kanälen, digitalen Neuheiten, u. ä. essenziell. Und gleichzeitig wollen wir die Kampagnen crossmedial über all unsere Kanäle spielen können.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 797,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: Bayern Tourismus Marketing GmbH Arabellastr. 17 81925 München

II.2.4. Description of the procurement

Weitere Angaben bitte der Anlage Leistungsbeschreibung entnehmen.

II.2.5. Award criteria

Quality criterion - Name: Kriterium / Weighting: 60

Price - Weighting: 40.00

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

Competitive procedure with negotiation Accelerated procedure Justification:
Verhandlungsrunde wurde direkt über DTVP abgeschlossen

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 118-368487](#)

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: 2023-011/VA

Title:

Auftragsvergabe justfrank GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/09/2023

V.2.2. Information about tenders

Number of tenders received: 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: justfrank GmbH

Postal address: Hallerstraße 76

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 20146

Country: Germany

E-mail: sven@justfrank.agency

Telephone: +40 22863055

Internet address: <http://www.justfrank.agency>

The contractor is an SME: yes

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

Total value of the contract/lot: 10 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXVHYD6Y1CTNBMY2

VI.4. Procedures for review

VI.4.1. Review body

Official name: Regierung von Oberbayern

Postal address: Vergabekammer Südbayern

Town: München

Postal code: 80534

Country: Germany

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

Telephone: +49 89/2176-2411

VI.5. Date of dispatch of this notice

19/10/2023

