

Germany-Karlsruhe: Advertising and marketing services
OJ S 255/2021 31/12/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsche Rentenversicherung Baden-Württemberg Abt. 22 - Finanzen und Vermögen, Referat 2 Beschaffung

Postal address: Gartenstraße 105

Town: Karlsruhe

NUTS code: DE122 Karlsruhe, Stadtkreis

Postal code: 76135

Country: Germany

E-mail: [fina-vs@drv-bw.de](mailto: fina-vs@drv-bw.de)

Telephone: +49 72182522201

Fax: +49 7218259922299

Internet address(es):

Main address: www.drv-bw.de

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Social protection

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Werbeagenturleistungen

Reference number: U1-2021-0019

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Werbeagenturleistungen

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 97 970,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE122 Karlsruhe, Stadtkreis

NUTS code: DE111 Stuttgart, Stadtkreis

Main site or place of performance: Gartenstraße 105, 76135 Karlsruhe bzw. Adalbert-Stifter-Straße 105, 70437 Stuttgart

II.2.4. Description of the procurement

Werbekampagnen im Nachwuchsbereich mit einem Budget von jährlich max. 30.000 EUR (originäre Leistungen des AN). Für die Veröffentlichung/Umsetzung steht ein eigenes Budget zur Verfügung.

II.2.5. Award criteria

Quality criterion - Name: Qualität - Konzeptionelle Beschreibung / Weighting: 45,00

Quality criterion - Name: Qualität - Präsentation / Weighting: 15,00

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

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 206-538200](#)

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:

Werbeagenturleistungen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/12/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

V.2.3. Name and address of the contractor

Official name: Gabler Werbeagentur GmbH

Postal address: Motorstraße 70

Town: Stuttgart

NUTS code: DE111 Stuttgart, Stadtkreis

Postal code: 70499

Country: Germany

E-mail: n.grabenstein@werbe-gabler.com

Telephone: +49 71113996620

Fax: +49 71113996632

The contractor is an SME: yes

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

Total value of the contract/lot: 97 970,00 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: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Postal address: Durlacher Allee 100

Town: Karlsruhe

Postal code: 76137

Country: Germany

Telephone: +49 7219268730

Fax: +49 7219263985

VI.5. Date of dispatch of this notice

28/12/2021