

Netherlands-Groningen: Advertising and marketing services

OJ S 243/2022 16/12/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hanzehogeschool Groningen

National registration number: 41012703

Postal address: Zernikeplein 7

Town: Groningen

NUTS code: NL11 Groningen

Postal code: 9747AS

Country: Netherlands

Contact person: Lija Chi

E-mail: inkoop@org.hanze.nl

Telephone: +31 505952114

Internet address(es):

Main address: www.hanze.nl

Address of the buyer profile: <https://s2c.mercell.com/buyer/2465>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://s2c.mercell.com/today/27482>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://s2c.mercell.com/today/27482>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Online marketing en offline media

Reference number: Aanbestedingsnr. 372

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Perceel 1: Opdrachtgever is op zoek naar een partner die, naast de reguliere uitvoerende campagnetaken, ons ook strategisch adviseert vanuit een kwalitatief goede analyse. We zijn op zoek naar een leverancier die een gezonde kritische blik heeft op de aanbieders in de online advertentiemarkt (zoals Google en Meta), en die inziet dat het belang van de klant afwijkt van het belang van deze bedrijven. Het beoogde bureau heeft een multidisciplinaire blik op online marketing.

Perceel 2: Advies, ondersteuning en ontzorging bij de inkoop van diverse offline media.

II.1.5. Estimated total value

Value excluding VAT: 1,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Online marketing

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NL1 Noord-Nederland

II.2.4. Description of the procurement

Opdrachtgever is op zoek naar een partner die, naast de reguliere uitvoerende campagnetaken, ons ook strategisch adviseert vanuit een kwalitatief goede analyse. We zijn op zoek naar een leverancier die een gezonde kritische blik heeft op de aanbieders in de online advertentiemarkt (zoals Google en Meta), en die inziet dat het belang van de klant afwijkt van het belang van deze bedrijven. Het beoogde bureau heeft een multidisciplinaire blik op online marketing.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 1,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Tweemaal 1 jaar

II.2.10. Information about variants

Variants will be accepted: no

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

Offline media
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: NL1 Noord-Nederland

II.2.4. Description of the procurement

Advies, ondersteuning en ontzorging bij de inkoop van diverse offline media.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 1,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24
This contract is subject to renewal: yes
Description of renewals:
Tweemaal 1 jaar

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 16/02/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.7. Conditions for opening of tenders

Date: 16/02/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Stichting Hanzehogeschool Groningen

Town: Groningen

Country: Netherlands

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

x

VI.5. Date of dispatch of this notice

13/12/2022