

83407-2026 - Result

Germany – Specialty design services – AZ 25589 Externe Kommunikation unter Anwendung des Corporate Designs (Rahmenvereinbarung)

OJ S 25/2026 05/02/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Amt für Recht, Vergabe und Versicherungen

Email: Submissionsdienst-Vergabe@stadt-koeln.de

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: AZ 25589 Externe Kommunikation unter Anwendung des Corporate Designs (Rahmenvereinbarung)

Description: AZ 25589 Rahmenvereinbarung externe Kommunikation unter Anwendung des Corporate Designs

Procedure identifier: 412a4143-f529-4e0f-aaf4-03b2cd9e145e

Internal identifier: 2025-0012-1000-100

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79930000 Specialty design services

2.1.2. Place of performance

Town: Stadtgebiet Köln

Postcode: 50667

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

2.1.3. Value

Maximum value of the framework agreement: 2 350 000,00 EUR

2.1.4. General information

Additional information: Die Angebotsöffnung ist nicht öffentlich. Im Bereich "Information über die öffentliche Öffnung, Datum der Angebotsöffnung (BT-132)" muss aufgrund einer Vorgabe der Europäischen Union ein Datum eingetragen werden. Es dient ausschließlich als Information über den Angebotsöffnungstermin.

Legal basis:

Directive 2014/24/EU

vgv -

5. Lot

5.1. Lot: LOT-0000

Title: AZ 25589 Externe Kommunikation unter Anwendung des Corporate Designs (Rahmenvereinbarung)

Description: Rahmenvereinbarung über die Ausführung der externen Kommunikation unter einheitlicher Anwendung des Corporate Designs Höchstmenge für 4 Jahre: 2.350.000,00 €

Internal identifier: LOT-0000

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79930000 Specialty design services

Options:

Description of the options: Die Vertragslaufzeit verlängert sich automatisch zweimalig um jeweils ein weiteres Jahr, sofern die Auftraggeberin die Vereinbarung nicht bis spätestens sechs Monate vor dem jeweiligen Vertragsende kündigt.

5.1.2. Place of performance

Town: Stadtgebiet Köln

Postcode: 50667

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

5.1.3. Estimated duration

Start date: 01/02/2026

Duration end date: 31/01/2028

5.1.4. Renewal

Maximum renewals: 2

5.1.5. Value

Maximum value of the framework agreement: 2 350 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Additional information: Rechtzeitig gestellte Fragen werden nach § 20 Absatz 3 Nummer 1 VgV bis sechs Tage vor Ablauf der Angebotsfrist beantwortet.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Profilkampagne

Description: siehe Anlage 1 Punkt 5.1

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 36

Criterion:

Type: Quality

Name: Imagevideo

Description: siehe Anlage 1 Punkt 5.1

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 12

Criterion:

Type: Quality

Name: Social-Media-Kampagne

Description: siehe Anlage 1 Punkt 5.1

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 12

Criterion:

Type: Price

Name: Preis

Description: Preis

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vergabekammer Rheinland, Spruchkörper Köln, c/o Bezirksregierung Köln

Information about review deadlines: -

Organisation providing additional information about the procurement procedure: Amt für Recht, Vergabe und Versicherungen

Organisation providing more information on the review procedures: -

6. Results

Maximum value of the framework agreements in this notice: unpublished

Justification code: Commercial interests of an economic operator

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: unpublished

Justification code: Commercial interests of an economic operator

6.1.2. Information about winners

Winner:

Official name: Aclewe GmbH Werbeagentur

Tender:

Tender identifier: TEN-0001

Identifier of lot or group of lots: LOT-0000

Subcontracting: No

Contract information:

Identifier of the contract: CON-0001

Date of the conclusion of the contract: 22/01/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-7001

Official name: Amt für Recht, Vergabe und Versicherungen

Registration number: 07999

Postal address: Stadthaus Deutz - Westgebäude, Willy-Brandt-Platz 2

Town: Köln

Postcode: 50679

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

Email: Submissionsdienst-Vergabe@stadt-koeln.de

Telephone: +49 22122124789

Fax: +49 22122123011

Internet address: <https://www.stadt-koeln.de>

Buyer profile: <https://www.stadt-koeln.de>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-7004

Official name: Vergabekammer Rheinland, Spruchkörper Köln, c/o Bezirksregierung Köln

Registration number: 05315-03002-81

Postal address: Zeughausstraße 2 - 10

Town: Köln

Postcode: 50667

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

Email: VKRheinland@bezreg-koeln.nrw.de

Telephone: +49 221147-2120

Fax: +49 221147-2889

Internet address: https://www.bezreg-koeln.nrw.de/brk_internet/vergabekammer/index.html

Roles of this organisation:

Review organisation

8.1. ORG-7005

Official name: -

Registration number: -

Town: -

Postcode: -

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0001

Official name: Aclewe GmbH Werbeagentur

Size of the economic operator: Small

Registration number: DE253288384

Postal address: Marzellenstraße 43b

Town: Köln

Postcode: 50668

Country subdivision (NUTS): Köln, Kreisfreie Stadt (DEA23)

Country: Germany

Email: falenti@aclewe.de

Telephone: +49 177 3684796

Fax: +49 000 0000000

Roles of this organisation:

Tenderer

Beneficial owner:

Winner of these lots: LOT-0000

8.1. ORG-7006

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

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