

**Supplement to the Official Journal of the European Union**Info and online forms: <http://simap.ted.europa.eu>**CONTRACT AWARD NOTICE**Results of the procurement procedure
Directive 2014/24/EU**SECTION I: CONTRACTING AUTHORITY****I.1) Name and addresses**

(please identify all contracting authorities responsible for the procedure)

Official name: ÖGIZIN GmbH			National registration number:
Postal address: Landesgerichtsstraße 20			
Town: Wien	NUTS code: AT	Postal code: 1010	Country: Austria
Contact person: Breitenfeld Rechtsanwälte GmbH & Co KG			Telephone: +43 15352141
E-mail: office@kanzlei-breitenfeld.at			Fax:
Internet address(es) Main address: (URL) https://www.notar.at/de/ueber-den-notar/einrichtungen/oegizin-gmbh/ Address of the buyer profile: (URL)			

I.2) Joint procurement☐ The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

☐ The contract is awarded by a central purchasing body**I.4) TYPE OF THE CONTRACTING AUTHORITY**☐ Ministry or any other national or federal authority,
including their regional or local subdivisions☐ National or federal agency/office☐ Regional or local authority☐ Regional or local agency/office☐ Body governed by public law☐ European institution/agency or international organisation☒ Other: Notare**I.5) MAIN ACTIVITY**☐ General public services☐ Defence☐ Public order and safety☐ Environment☐ Economic and financial affairs☐ Health☐ Housing and community amenities☐ Social protection☐ Recreation, culture and religion☐ Education☒ Other activity: Notare

II.1) Scope of the procurement

II.1.1) Title: Vergabeverfahren „Campaigning“	Reference number: 91/18-5
II.1.2) Main CPV-Code: 79416000 Supplementary CPV-Code: [] [] [] [] [] [] [] []	
II.1.3) Type of contract <input type="radio"/> Works <input type="radio"/> Supplies <input checked="" type="radio"/> Services	
II.1.4) Short description: Gegenstand ist die Planung und Umsetzung von Online Kampagnen. Die Strategie „Campaigning“ wird seitens der ausführenden Agentur über drei Kommunikationskanäle umgesetzt: o Auftritt auf Facebook; o Direct Mailing sowie o Landing Page.	
II.1.6) Information about lots This contract is divided into lots <input type="radio"/> yes <input checked="" type="radio"/> no	
II.1.7) Total value of the procurement (excluding VAT) Value: [960192,64] (Please give the total value of the procurement. For information about individual contracts, please use section V) or Lowest offer: [] / Highest offer:[] taken into consideration Currency: EUR (for framework agreements – total maximum value for their entire duration) (for dynamic purchasing systems – value of contract(s) not included in previous contract award notices) (for contracts based on framework agreements, if required – value of contract(s) not included in previous contract award notices)	

II.2) Description

II.2) Description	
II.2.1) TITLE:	
II.2.2) Additional CPV code(s) Main CPV code: [][]-[][]-[][]-[][] Supplementary CPV-Code: [][][][] [][][][] Main CPV code: [][]-[][]-[][]-[][] Supplementary CPV-Code: [][][][] [][][][] Main CPV code: [][]-[][]-[][]-[][] Supplementary CPV-Code: [][][][] [][][][] Main CPV code: [][]-[][]-[][]-[][] Supplementary CPV-Code: [][][][] [][][][]	
Place of performance	
NUTS code: AT	
Main site or place of performance: Wien	
II.2.4) Description of the procurement: Gegenstand ist die Planung und Umsetzung von Online Kampagnen. Die Strategie „Campaigning“ wird seitens der ausführenden Agentur über 3 Kommunikationskanäle umgesetzt: — Auftritte auf Facebook, — Direct Mailing sowie, — Landing Page. Basis der Zusammenarbeit zwischen ausführender Agentur und Auftraggeberin ist: — Die strategische Planung, die gemeinsam von der Agentur und der Auftraggeberin erarbeitet und laufend weiterentwickelt wird, — Die Strategie ist in einem klaren Kommunikations-Plan mit Themenschwerpunkten sowie aktuellen Beiträgen durch die Agentur umzusetzen, — Durch Mailings an die Unterstützer wird die Community zusätzlich informiert und gefestigt, — Laufende Kommunikation zwischen Agentur und Auftraggeberin, — Regelmäßiges Reporting sowie Adaptierungen in Reaktion auf kurzfristige Veränderungen sind integrativer Bestandteil der Zusammenarbeit, — Beratung im Zusammenhang mit der strategischen Planung, — Laufende Beratung, Erarbeitung und Weiterentwicklung des Kommunikationsplans mit thematischen Schwerpunkten und aktuellen Beiträgen, — Umsetzung der Kampagne nach Freigabe durch die Auftraggeberin über die 3 Kommunikationskanäle unter Verwendung der erforderlichen Tools. Maximaler Gesamtbetrag der Leistungen: 1 000 000 EUR (exkl. USt). (nature and quantity of works, supplies or services or indication of needs and requirements)	
II.2.5) Award criteria	
<input type="checkbox"/> Quality criterion <input checked="" type="radio"/> Cost criterion <input type="radio"/> Price Name: Preis / Weighting: 40	

Name: Konzept / Weighting: 40 Name: Hearing / Weighting: 20
II.2.11) Information about options <input checked="" type="checkbox"/> Options: Description of options: Bei den abgerufenen Verträgen wird eine - für die Auftraggeberin einseitige - Verlängerungsoption von 3 Mal ein Jahr vereinbart.
II.2.13) Information about European Union funds The procurement is related to a project and/or programme financed by European Union funds <input type="radio"/> yes <input checked="" type="radio"/> no Identification of the project:
II.2.14) Additional information:

SECTION IV: PROCEDURE

IV.1) Description

IV.1.1) Type of procedure <input type="radio"/> Open procedure <input type="checkbox"/> Accelerated procedure: Justification: <input type="radio"/> Restricted procedure <input type="checkbox"/> Accelerated procedure: Justification: <input checked="" type="radio"/> Competitive procedure with negotiation <input type="checkbox"/> Accelerated procedure: Justification: <input type="radio"/> Competitive dialogue <input type="radio"/> Innovation partnership <input type="radio"/> Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below (please complete Annex D1)
IV.1.3) Information about a framework agreement or a dynamic purchasing system <input checked="" type="checkbox"/> The procurement involves the establishment of a framework agreement <input type="checkbox"/> A dynamic purchasing system was set up
IV.1.6) Information about electronic auction <input type="checkbox"/> An electronic auction has been used
IV.1.8) Information about the Government Procurement Agreement (GPA) The procurement is covered by the Government Procurement Agreement <input type="radio"/> yes <input checked="" type="radio"/> no

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure Notice number in the OJ S: 2019/S 094-227510 (One of the following: Prior information notice used as a call for competition; Contract notice; Voluntary ex ante transparency)

notice)
IV.2.8) Information about termination of dynamic purchasing system <input type="checkbox"/> An electronic auction has been used:
IV.2.9) Information about termination of call for competition in the form of a prior information notice <input type="checkbox"/> The contracting authority will not award any further contracts based on the above prior information notice

SECTION V: AWARD OF CONTRACT

Contract No:[] Lot No:[] Title:

A contract/lot is awarded ☒ yes ☐ no

V.1) Information on non-award

The contract/lot is not awarded <input type="radio"/> No tenders or requests to participate were received or all were rejected <input type="radio"/> Other reasons (discontinuation of procedure) Notice reference: [][][][]-[][][][][] (year and document number)
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V.2) Award of contract

Date of conclusion of the contract: 28/10/2019 (dd/mm/yyyy)			
Number of tenders received: [3] Number of tenders received from SMEs: [] (SME – as defined in Commission Recommendation 2003/361/EC) Number of tenders received from tenderers from other EU Member States: [] Number of tenders received from tenderers from non-EU Member States: [] Number of tenders received by electronic means: [] The contract has been awarded to a group of economic operators <input type="radio"/> yes <input checked="" type="radio"/> no			
V.2.3) Name and address of the contractor			
Official name: Campaigning Bureau Kampagnenberatungs GmbH			National registration number:
Postal address:			
Town: Wien	NUTS code: AT	Postal code: 1010	Country: Austria
E-mail:			Telephone:
Internet address:(URL)			Fax:
The contractor is an SME <input type="radio"/> yes <input checked="" type="radio"/> no			
V.2.4) Information on value of the contract/lot (excluding VAT)			
Initial estimated total value of the contract/lot: [] (for framework agreements or dynamic purchasing systems – estimated total maximum value for the entire duration of this lot) Total value of the contract/lot: [960192,64] or Lowest offer: [] / Highest offer: [] taken into consideration Currency: [][][]			
(for framework agreements – total maximum value for this lot) (for dynamic purchasing systems – value of contract(s) for this lot not included in previous contract award notices) (for contracts based on framework agreements, if required – value of contract(s) for this lot not included in previous contract award notices)			
V.2.5) Information about subcontracting			
<input type="checkbox"/> Value or proportion likely to be subcontracted to third parties:			

Value or proportion likely to be subcontracted to third parties Value excluding VAT: [] Currency: [][]
Proportion: [] % Short description of the part of the contract to be subcontracted:

SECTION VI: COMPLEMENTARY INFORMATION

VI.3) Additional information

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VI.4) Procedures for review

VI.4.1) Review body		
Official name: Bundesverwaltungsgericht		
Postal address: Erdbergstraße 192 – 196		
Town: Wien	Postal code: 1030	Country: Austria
E-mail: einlaufstelle@bvwg.gv.at	Telephone: +43 1/60149/0	
Internet-Address:(URL) https://www.bvwg.gv.at/	Fax: +43 71123/8891541	
VI.4.2) Body responsible for mediation procedures		
Official name:		
Postal address:		
Town:	Postal code:	Country: Austria
E-mail:	Telephone:	
Internet-Address:(URL)	Fax:	
VI.4.3) Review procedure		
Precise information on deadline(s) for review procedures:		
VI.4.4) Service from which information about the review procedure may be obtained		
Official name:		
Postal address:		
Town:	Postal code:	Country: Austria
E-mail:	Telephone:	
Internet-Address:(URL)	Fax:	

VI.5) Date of dispatch of this notice: (dd/mm/yyyy) (dd/mm/yyyy) 30/10/2019

Annex D1 – General procurement

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union

Directive 2014/24/EU

(please select the relevant option and provide an explanation)

- ☒ **1. Justification for the choice of the negotiated procedure without prior publication of a call for competition in accordance with Article 32 of Directive 2014/24/EU**

☐ No tenders or no suitable tenders/requests to participate in response to:

☐ **open procedure**

☐ **restricted procedure**

☐ The products involved are manufactured purely for the purpose of research, experiment, study or development under the conditions stated in the directive (for supplies only):

☐ The works, supplies or services can be provided only by a particular economic operator for the following reason:

☐ **absence of competition for technical reasons**

☐ **procurement aiming at the creation or acquisition of a unique work of art or artistic performance**

☐ **protection of exclusive rights, including intellectual property rights**

☐ Extreme urgency brought about by events unforeseeable for the contracting authority and in accordance with the strict conditions stated in the directive:

☐ Additional deliveries by the original supplier ordered under the strict conditions stated in the directive:

☐ New works/services, constituting a repetition of existing works/services and ordered in accordance with the strict conditions stated in the directive:

☐ Service contract to be awarded to the winner or one of winners under the rules of a design contest:

☐ Procurement of supplies quoted and purchased on a commodity market:

☐ Purchase of supplies or services on particularly advantageous terms:

☐ **from a supplier which is definitively winding up its business activities**

☐ **from the liquidator in an insolvency procedure, an arrangement with creditors or a similar procedure under national laws and regulations**

☐ **2. Other justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union**

☐ The procurement falls outside the scope of application of the directive:

3.Explanation

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