

Deutschland-Bodenheim: Werbe- und Marketingdienstleistungen

OJ S 115/2023 16/06/2023

**Bekanntmachung vergebener Aufträge
Dienstleistungen****Rechtsgrundlage:**

Richtlinie 2014/24/EU

Abschnitt I: Öffentlicher Auftraggeber

I.1. Name und Adressen

Offizielle Bezeichnung: Deutsches Weininstitut GmbH

Postanschrift: Platz des Weines 2

Ort: Bodenheim

NUTS-Code: DEB3J Mainz-Bingen

Postleitzahl: 55294

Land: Deutschland

E-Mail: vergabe@deutscheweine.de**Internet-Adresse(n):**Hauptadresse: <https://www.deutscheweine.de/>**I.4. Art des öffentlichen Auftraggebers**

Einrichtung des öffentlichen Rechts

I.5. Haupttätigkeit(en)

Andere Tätigkeit: Marketing

Abschnitt II: Gegenstand

II.1. Umfang der Beschaffung**II.1.1. Bezeichnung des Auftrags**

Organisation of a Marketing Programme for German Wine in Switzerland

Referenznummer der Bekanntmachung: DWI 2023-03

II.1.2. CPV-Code Hauptteil

79340000 Werbe- und Marketingdienstleistungen

II.1.3. Art des Auftrags

Dienstleistungen

II.1.4. Kurze Beschreibung

The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are focused on the most important consumer markets in Europe and overseas including Switzerland. In order to gain a market presence of German wines in Switzerland for the years 2023-2029, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

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II.1.6. Angaben zu den Losen

Aufteilung des Auftrags in Lose: nein

II.1.7. Gesamtwert der Beschaffung

Wert ohne MwSt.: 594 684,00 EUR

II.2. Beschreibung

II.2.3. Erfüllungsort

NUTS-Code: CH0 Schweiz / Suisse / Svizzera

Hauptort der Ausführung: Schweiz

II.2.4. Beschreibung der Beschaffung

1. General Basic Services an Internet/Social Media Basic Services

a) Service Conditions

- The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of offices fully equipped with all the common means and channels of modern communication. These include IT equipment, e-mail, internet, telephones, etc. The normal business and availability hours shall be made public and adhered to by the Service Provider.

b) General Information Service and Correspondence

- Particularly regarding exporters, importers, specialist retailers, catering trade, media and consumers.

- Consulting service for German wine and sparkling wine producers for entering or already working on the Swiss market.

- Creation and maintenance of a network of important and relevant contacts and multipliers in Switzerland in order to perform these responsibilities.

-In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings (video or teleconferences)

c) Public Relations

- Continuous monitoring of the Swiss media landscape

- Expert point of contact for media representatives

- Regular summary of current media clippings (TV, print and internet)

- Reports on the current situation and changes in politics and the wine sector

- Creation and distribution of press releases

-Creation and distribution of information publications

- Invitation of journalist and trade delegations to Germany. Provide background information, book travel and implement a questionnaire after travel

d) Retail trade/Catering Trade/Importers/Wine Market

- Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers

- Continuous compilation and updating of lists of Swiss wine dealers, importers, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement)

- Adaptation of existing promotional material

- Distribution and shipment of promotional materials

- Selection and invitations of potential participants at multi-national information trips to the German wine-growing regions

e) Statistics/Market Research/Marketing Strategy for Switzerland

- Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in Switzerland corresponding to the market situation and in line with the general strategy of DWI

- Transmission of statistics/market research

- Continuous transmission of statistics in relation to the use of social media (number of followers, etc.)

- Quarterly report on activities' progress and media evaluation.

f) Other Services

- Cellarage of wines

- Storage of POS material

- Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

g) Website maintenance

- The existing website available under www.ch.deutscheweine.de shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the Switzerland

- All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. The Service Provider will get an introduction for the Typo 3 CMS. It will be mandatory for the bidder to work within the CMS of the DWI.

- The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.

h) Internet and Social Media

- Content creation and maintenance of all relevant social media networks (e.g. Instagram, Facebook, video channels, etc.). Social media channels must be updated at least twice a week with unique content containing added value.

- Existing social media accounts are Facebook and Instagram

3. Additional Services

Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the Swiss market.

a) Media Relations/Trips to Germany

b) Special Press Conferences in Relation to Current Events

c) Other Marketing Activities

- The Service Provider shall carry out further marketing activities determined by the DWI in order to increase interest in and sales of German wines. The Service Provider shall also carry out generic promotion activities (for example Regulation (EU) No 1144/2014 of 22.10.14.) upon consultation with the DWI, which may be co-financed by the European Union and/or other national structural funding. Those generic promotion programmes may include marketing activities for other eligible agricultural products, which then will also be marketed by the Service Provider within the scope of these promotional programmes.

d) Events/Fairs/Presentations

II.2.5. Zuschlagskriterien

Qualitätskriterium - Name: B 1 Table presentation / Gewichtung: 10

Qualitätskriterium - Name: B 2 Conceptual idea 1 / Gewichtung: 14

Qualitätskriterium - Name: B 3. Conceptual idea 2 / Gewichtung: 14

Qualitätskriterium - Name: B 4. Marketing strategy (incl. social media) for Switzerland / Gewichtung: 10

Qualitätskriterium - Name: C 1. Make-up and structure of content / Gewichtung: 5

Qualitätskriterium - Name: C 2. Comprehensibility of the presented contents / Gewichtung: 5

Qualitätskriterium - Name: C 3. Overall impression of the presentation / Gewichtung: 7

Preis - Gewichtung: 35

II.2.11. Angaben zu Optionen

Optionen: nein

II.2.13. Angaben zu Mitteln der Europäischen Union

Der Auftrag steht in Verbindung mit einem Vorhaben und/oder Programm, das aus Mitteln der EU finanziert wird: ja

Projektnummer oder -referenz: Identification of the project: Regulation (EU) No 1308/2013

II.2.14. Zusätzliche Angaben

Abschnitt IV: Verfahren

IV.1. Beschreibung

IV.1.1. Verfahrensart

Verhandlungsverfahren

IV.1.3. Angaben zur Rahmenvereinbarung oder zum dynamischen Beschaffungssystem

Die Bekanntmachung betrifft den Abschluss einer Rahmenvereinbarung

IV.1.8. Angaben zum Beschaffungsübereinkommen (GPA)

Der Auftrag fällt unter das Beschaffungsübereinkommen: nein

IV.2. Verwaltungsangaben

IV.2.1. Frühere Bekanntmachung zu diesem Verfahren

Bekanntmachungsnummer im ABl.: [2023/S 042-123149](#)

IV.2.8. Angaben zur Beendigung des dynamischen Beschaffungssystems

IV.2.9. Angaben zur Beendigung des Aufrufs zum Wettbewerb in Form einer Vorinformation

Abschnitt V: Auftragsvergabe

Auftrags-Nr.: DWI 2023-03

Bezeichnung des Auftrags:

Organisation of a Marketing Programme for German Wine in Switzerland

Ein Auftrag/Los wurde vergeben: ja

V.2. Auftragsvergabe

V.2.1. Tag des Vertragsabschlusses

24/05/2023

V.2.2. Angaben zu den Angeboten

Anzahl der eingegangenen Angebote: 1

Anzahl der eingegangenen Angebote von KMU: 1

Anzahl der eingegangenen Angebote von Bietern aus Nicht-EU-Mitgliedstaaten: 1

Anzahl der elektronisch eingegangenen Angebote: 1

Der Auftrag wurde an einen Zusammenschluss aus Wirtschaftsteilnehmern vergeben: nein

V.2.3. Name und Anschrift des Wirtschaftsteilnehmers, zu dessen Gunsten der Zuschlag erteilt wurde

Offizielle Bezeichnung: Organize Communications Switzerland GmbH

Postanschrift: Bergstrasse 107

Ort: Zürich

NUTS-Code: CH0 Schweiz / Suisse / Svizzera

Postleitzahl: 8032

Land: Schweiz

Der Auftragnehmer ist ein KMU: ja

V.2.4. Angaben zum Wert des Auftrags/Loses

Ursprünglich veranschlagter Gesamtwert des Auftrags/des Loses: 420 000,00 EUR

Gesamtwert des Auftrags/Loses: 594 684,00 EUR

V.2.5. Angaben zur Vergabe von Unteraufträgen

Abschnitt VI: Weitere Angaben

VI.3. Zusätzliche Angaben

Bekanntmachungs-ID: CXP4YWS6UR9

VI.4. Rechtsbehelfsverfahren/Nachprüfungsverfahren

VI.4.1. Zuständige Stelle für Rechtsbehelfs-/Nachprüfungsverfahren

Offizielle Bezeichnung: Vergabekammer des Bundes

Postanschrift: Villemombler Straße 76

Ort: Bonn

Postleitzahl: 53123

Land: Deutschland

Telefon: +49 4922-894990

Fax: +49 4922-89499163

VI.4.3. Einlegung von Rechtsbehelfen

Genaue Angaben zu den Fristen für die Einlegung von Rechtsbehelfen:

Undertakings have a right that the contracting authority complies with the relevant provisions governing public contract award procedures in Germany that protect bidders and applicants. If an economic operator who has an interest in the contract claims that its rights have been infringed by non-compliance with the provisions governing the procedure for the award of public contracts, it shall complain to the contracting authority within a time limit of ten calendar days (section 160(3) sentence 1 No 1 of the German Act against Restraints of Competition (GWB)). Violations that become apparent from the tender notice or from the tender documents must be notified to the contracting authority within the time limit specified in the tender notice for application or submission of a tender (section 160(3) sentence 1 No 2 and 3 of the German Act against Restraints of Competition (GWB)). If the contracting authority notifies the undertaking that it is unwilling to redress the latter's complaint, it shall be entitled to request the federal public procurement tribunal, within 15 days of receipt of such notification, to initiate review proceedings (section 160 (3) sentence 1 No 4 of the German Act against Restraints of Competition (GWB)). Bidders whose tenders will not be taken into account for the contract award shall be informed accordingly pursuant to section 134(1) of the German Act against Restraints of Competition. A contract must not be concluded prior to the expiry of 15 calendar days after this information has been sent by the contracting authority; if the information is sent electronically or by fax, the time limit shall be ten calendar days. The time limit starts on the day following the sending of the information by the contracting authority. A request for a review has to be filed in writing to the Federal Procurement Tribunal at the German competition authority, i. e. Vergabekammern des Bundes beim Bundeskartellamt, Vilemombler Straße 76, 53123 Bonn.

The language of the review proceeding is German.

VI.5. Tag der Absendung dieser Bekanntmachung

13/06/2023