

Belgium-Brussels: Marketing services
OJ S 3/2022 05/01/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Travel Commission / Commission Européenne du Tourisme

National registration number: BE0408138386

Postal address: Rue du Marché aux Herbes 61

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: info@visiteurope.com

Telephone: +32 25490000

Internet address(es):

Main address: www.etc-corporate.org

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: www.etc-corporate.org/proposal/content-development-services/

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etc-corporate.org/requests-for-proposals/submission-form/>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Content development services for destination marketing (framework agreement)

Reference number: JPP3 - 3 - content development

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this procedure is to conclude a framework service agreement with an experienced agency, able to provide content development services for the destination marketing activities of ETC. Under this framework agreement, ETC intends to develop and execute a global destination communication and promotional campaign. This project is implemented by ETC in cooperation with its member National Tourism Organisations .

II.1.5. Estimated total value

Value excluding VAT: 4 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The contractor is required to conceive, develop and implement (management, execution, optimization and reporting) a content marketing strategy to communicate to and engage with consumers from niche global communities of travellers as part of ETC's global communication and promotional campaign.

The challenge is to develop meaningful, emotional and entertaining high-quality content that communicates the values of the Experience Europe brand and engages the target audience. The contractor is required to manage the entire process (concept, creative design, curation, draft, production, translations, revisions, etc) for producing content (copywriting, photography, video, graphics, etc) for global digital distribution. This includes, but it is not limited to, the following tasks:

- Strategic development of the content marketing plan;
- Implementation of content marketing concepts;
- Planning and implementation of content production;
- Crafting and writing stories with insider information that is more than facts aggregated from other sources. Advanced editing skills are required;
- Production and editing of immersive videos that tell an entertaining story;
- Shooting and editing photography that inspires the viewer to live the featured experience;
- Designing of unique art (graphics, infographics, online banners, etc) that serves the purpose of motivating travel;
- Obtaining licenses or permits as needed;
- Translation services as required;
- Work in cooperation with ETC's members, partners, contractors and designated parties to streamline resources and achieve project objectives.

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: 4 000 000,00 EUR

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The implementation period of the framework agreement is expected to start in February 2022 for a duration of three (3) years. The duration of the framework agreement may be extended for a further period to be determined upon mutual agreement between ETC and the contractor.

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:
yes

Identification of the project: Contract SI2.861424 grant number 320/G/GRO/SME/21/12100.

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

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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

Date: 04/02/2022 Local time: 23:59

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

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 07/02/2022 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: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

VI.5. Date of dispatch of this notice

31/12/2021