

Luxembourg-Luxembourg: Provision of Services in the Field of Social Media
OJ S 43/2023 01/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Investment Fund

Postal address: 37B, avenue J.F. Kennedy

Town: Luxembourg

NUTS code: LU00 Luxembourg

Postal code: L-2968

Country: Luxembourg

Contact person: SPA Procurement

E-mail: eif-procurement@eif.org

Internet address(es):

Main address: <https://www.eif.org/>

Address of the buyer profile: https://www.eif.org/who_we_are/governance/procurement/index.htm

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Services in the Field of Social Media

Reference number: 2022-MRKTG-010

II.1.2. Main CPV code

92400000 News-agency services

II.1.3. Type of contract

Services

II.1.4. Short description

Driven by trends and market expectations in today's digital world, the European Investment Fund has been committed to building a strong online presence that covers, among others, social media. It is against this backdrop that the EIF is launching a call for tenders for the provision of services for social media advisory, content creation and production.

In working with the EIF Marketing Division, service providers shall contribute to the creation and delivery of audience-specific social media campaigns from conceptualisation, strategy

development, content creation and production, paid promotion, analytics, reporting and community management. Deliverables should always reflect the EIF's values and help promote in the best way the work the EIF and the EU do in making financing available to SMEs in Europe.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 800 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: LU00 Luxembourg

Main site or place of performance: While in principle the service provider will work from their usual professional premises, the EIF may require their participation from time to time in meetings, mainly in Luxembourg, at EIF premises.

II.2.4. Description of the procurement

Driven by trends and market expectations in today's digital world, the European Investment Fund has been committed to building a strong online presence that covers, among others, social media. It is against this backdrop that the EIF is launching a call for tenders for the provision of services for social media advisory, content creation and production.

In working with the EIF Marketing Division, service providers shall contribute to the creation and delivery of audience-specific social media campaigns from conceptualisation, strategy development, content creation & production, paid promotion, analytics, reporting and community management. Deliverables should always reflect the EIF's values and help promote in the best way the work the EIF and the EU do in making financing available to SMEs in Europe. More details are provided in Annex 4 – Terms of Reference.

II.2.5. Award criteria

Quality criterion - Name: Qualitative award criteria / Weighting: 45

Quality criterion - Name: Interview criteria / Weighting: 25

Price - Weighting: 30

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 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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 129-366400](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Provision of Services in the Field of Social Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Wildstyle Network GmbH

Postal address: Werner-Hartmann-Strasse 6

Town: Dresden

NUTS code: DE Deutschland

Postal code: 01099

Country: Germany

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 800 000,00 EUR

Total value of the contract/lot: 1 800 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

Provision of Services in the Field of Social Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Blossom Srl

Postal address: Via Milano 8

Town: Seregno (MB)

NUTS code: IT Italia

Postal code: 20831

Country: Italy

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 800 000,00 EUR

Total value of the contract/lot: 1 800 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The framework agreements are signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive one-year periods, upon the EIF's discretion (2 + 1 + 1).

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 43031

Fax: +352 4303-2100

Internet address: <https://curia.europa.eu>

VI.5. Date of dispatch of this notice

22/02/2023