

Belgium-Brussels: Marketing services
OJ S 69/2020 07/04/2020
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

Contact person: Teodora Marinska

E-mail: teodora.marinska@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: <https://etc-corporate.org/tender/wild-soul-of-europe-slow-adventure-campaign-in-china/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etc-corporate.org/tender/creative-cities-of-europe-campaign/>

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

Wild Soul of Europe — Slow Adventure Campaign in China

Reference number: ETC2020-3

II.1.2. Main CPV code

79342000 Marketing services - FG23

II.1.3.

Type of contract

Services

II.1.4. Short description

ETC intends to commission the development and execution of a marketing campaign (also referred to as the project) under the claim 'Wild Soul of Europe' to a marketing agency (hereinafter referred to as the contractor) to promote slow adventure experiences in Europe as a whole and in Serbia and Montenegro in particular to the Chinese market. The promotional campaign is targeted and must be well-suited for the niche community of travellers with a specific interest in adventure, nature and outdoors experiences. These travellers seek out personalized experiences, including private tours, outdoor activities, unique accommodations (e.g. castles, local homes) and engaging with the locals.

For more information: <https://etc-corporate.org/tender/wild-soul-of-europe-slow-adventure-campaign-in-china/>

II.1.5. Estimated total value

Value excluding VAT: 220 000,00 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

ETC intends to commission the development and execution of a marketing campaign (also referred to as the project) under the claim 'Wild Soul of Europe' to a marketing agency (hereinafter referred to as the contractor) to promote slow adventure experiences in Europe as a whole and in Serbia and Montenegro in particular to the Chinese market. The promotional campaign is targeted and must be well-suited for the niche community of travellers with a specific interest in adventure, nature and outdoors experiences. These travellers seek out personalised experiences, including private tours, outdoor activities, unique accommodations (e.g. castles, local homes) and engaging with the locals.

These interests connect with the community of immersive explorers; those who have a strong desire to connect more with nature, but their working patterns and urban lives often prohibits this. They therefore seek to fulfil their connection with nature through tourism and recreational experiences. They prefer slow, immersive journeys through remote and natural places, in search of health and well-being. They value original nature, clean environments, unbuilt landscapes and quietness. They are early adopters, willing to try new destinations, activities and travel products, as well as high-value customers, willing to pay a premium for exciting and authentic experiences.

Within the above interest-based community, the campaign must specifically appeal to affluent (semi-)Free Independent Travellers (FITs) from urban 'melting pots' travelling for leisure who are at the dreaming, consideration and/or sharing stage of their travel cycle and help drive them down the path to purchase. There is a particular interest in engaging repeat visitors to Europe as opposed to first-time visitors.

This project comprises the three indivisible assignments which are described in the following paragraphs:

1) Creative and content production

Creative design, development and production of inspiring and engaging editorial and video content. The contractor is expected to manage all aspects of the campaign, including concept, creatives, design, content, ad-serving, data management, reporting and tracking. Content must cover a range of experiences that highlight Europe in general and the destinations in focus, in particular around nature and outdoor experiences. The content must be developed and edited in the local language, presenting a bespoke and tailored approach for the target interest-based community.

2) Consumer engagement campaign (B2C)

Distribution and advertisement of the produced content to B2C target audiences.

3) Trade (B2B) marketing activity

The contractor must re-purpose the content to educate, build destination awareness and drive conversion among key niche travel trade professionals or travel agents, with delivery of original features and video content distributed digitally.

For more information: <https://etc-corporate.org/tender/wild-soul-of-europe-slow-adventure-campaign-in-china/>

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: 220 000,00 EUR

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

Start: 01/05/2020 End: 31/12/2020

This contract is subject to renewal: no

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: The activities subject of this tender are co-financed by the European Commission (contract SI2.809653) in the framework of the grant number 294/G /GRO/SME/18/C/066 Promoting trans-European tourism products in third countries.

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 Accelerated procedure Justification:

The state of urgency is created by two factors:

- The extraordinary circumstances created by the Covid-19 outbreak in which the target group is currently remaining in their households and prone to consuming inspirational content about their next travel destination.
- The services subject to this tender are related to the promotion of Europe as a tourism destination in China. The success of a marketing campaign of this nature highly depends on its timing. Travel from China to the project destinations is expected to begin recovery around summer of 2020. Therefore, the campaign should start as soon as possible to ensure that objectives are met and the potential of the investment is fully maximised. Considering the time needed to prepare a campaign of this nature, the contract should be signed by June 2020 at the latest.

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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: 23/04/2020 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: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 26/04/2020 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

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

03/04/2020