

Belgium-Brussels: Marketing services
OJ S 76/2022 19/04/2022
Contract award 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.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

Global digital content distribution services (framework agreement)

Reference number: JPP3 - 2 - content distribution

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 global digital content distribution services for the promotional 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.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 EUR

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

- Digital strategy for content distribution

The contractor is required to conceive, develop, and implement (management, execution, optimization and reporting) an always-on digital strategy for content distribution to niche global communities of travellers as part of a ETC's global communication and promotional campaign. Always-on is defined as an ongoing approach that aims to create remarkable brand experiences at scale through systematic optimisation, wherever opportunities might occur along the different stages of the target audience's travel cycle.

The digital strategy must aim at reaching a qualitative niche target audience and develop an online community, engage with it and generate viral activity. The challenge is to deliver the right content to the right person on the right place and at the right time in order to create a remarkable and engaging brand experience.

The contractor shall create a media plan outlining how content will be distributed on third parties' digital channels as well as on ETC's global consumer digital channels. The contractor will research, identify, negotiate, and acquire advertising space (media buy or sponsored content) on behalf of ETC in digital media outlets or any other relevant digital platforms and third parties' channels which are relevant to reach and engage the niche target audience. The contractor will manage all technical aspects related to digital content distribution tactics such as programmatic display advertisement, retargeting, video campaigns, social media ads and SEM campaigns inter alia.

- Co-operative marketing programmes

The contractor is required to conceive, develop and implement (management, execution, optimization and reporting) co-operative programmes for digital content distribution via customized media plans for third parties (partners) who wish to buy into ETC's global communication and promotional campaign.

ETC will offer participation in these co-operative programmes to partners (such as Destination Marketing Organisations, airlines, hotel chains, online travel agencies, and other travel brands) who wish to buy into ETC's global communication and promotional campaigns. Such co-operative programmes shall be based on economies of scale that generate quantitative and qualitative value to partners and overall contribute to leverage reach, engagement and impact of ETC's global communication and promotional campaign. The contractor is expected to provide support to ETC in the acquisition of partners.

- Content editing and advertising units

Comprehensive content development services are not part of the list of minimum requirements. ETC and its partners shall provide the contractor with the necessary content for the execution of the project following the respective technical specifications provided by the contractor.

Nevertheless, the contractor must be able to perform minor edits to the content provided by ETC and its partners in order to adapt it to the formats required for use in different digital channels. Such edits as well as design and build of digital advertising units for the

implementation of the digital strategy as conceived by the contractor are the responsibility of the contractor and are to be read as included in the scope of the services to be provided.

II.2.5. Award criteria

Quality criterion - Name: The contractor's ability to translate the concepts of the Experience Europe brand strategy into a coherent and effective digital strategy for content distribution / Weighting: 48

Quality criterion - Name: Qualifications of the project management team / Weighting: 12
Price - Weighting: 40

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 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: [2021/S 252-670444](#)

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: JPP3 - 2 - content distribution

Title:

Global digital content distribution services (framework agreement)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: MMGY Global

Town: Overland Park, Kansas

NUTS code: US United States

Country: United States

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 10 000 000,00 EUR

Total value of the contract/lot: 10 000 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

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

14/04/2022