

Germany-Bodenheim: Advertising and marketing services
OJ S 89/2023 08/05/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut GmbH

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: marc.binz@deutscheweine.de

Internet address(es):

Main address: <https://www.deutscheweine.de/>

I.1. Name and addresses

Official name: Conseil interprofessionnel du vin de bordeaux

Postal address: 1, Cours du XXX juillet

Town: Bordeaux Cedex

NUTS code: FR France

Postal code: 33075

Country: France

Contact person: frederique.amrouni@vins-bordeaux.fr

E-mail: frederique.amrouni@vins-bordeaux.fr

Internet address(es):

Main address: <https://www.bordeaux.com>

I.2. Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

German procurement law is applicable

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

BORDEUS

Reference number: DWI 2022-34

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

In 2019, the Conseil Interprofessionnel du Vin de Bordeaux ("CIVB") and the Deutsches Weininstitut ("DWI") launched a joint promotion program in the U.S.A. to increase consumption and build awareness of the merits of their Wines (i.e. image attributes) among members of the trade, the media and consumers in six target U.S. states (California, Oregon, Nevada, Florida, South Carolina, Georgia). This program is scheduled to end on December 31, 2022 ("BORDEUS-1 program").

The present call for tenders ("the BORDEUS-2 Program") seeks to build on the BORDEUS-1 program's achievements, namely, to continue building awareness and improving perception (awareness of the merits) in order to increase consumption of the Wines among target U.S. consumers.

The BORDEUS-2 Program aims to identify providers of the following services in the United States of America:

- Lot 1 - Digital Marketing and Advertising
- Lot 2 - Tasting Events
- Lot 3 - Restaurant Weeks
- Lot 4 -Point-of-sale ("POS") Promotions

The Services within the BORDEUS-2 program will be rendered within the framework of a three-year joint promotion program in support of wines with a designation of origin from the vineyards of Germany and Bordeaux.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 7 325 000,00 EUR

II.2. Description

II.2.1. Title

Digital Marketing & Advertising

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: United States The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVES:

Digital Marketing: Engage with Target Consumers to increase awareness of the wines origin and merits with a designation of origin from the vineyards of Germany and Bordeaux (collectively referred to as the "Wines")

Advertising: Increase awareness of the Wines" origin and merits and of the Program"s activities among Target Consumers

ACTIVITY DESCRIPTION:

Digital Marketing

- Website: Slight design update of the Clink Different website as per the new Clink Different campaign visuals, one-time content updates (sections dedicated to PDO production standards and to sustainability practices, to food pairings), as well as regular content updates (articles, events calendar and map), SEO and maintenance.
- Social Media Activation: Social media editorial line, post production and management of the Clink Different Facebook and Instagram accounts, reposting of vineyard posts
- Social Influencer Collaborations: Thematic collaborations (Summer & Fall) and collaborations to promote Events (Lot 2) and Restaurant Tastings (Lot 3)
- Social influencer trips to the Partner regions: Organizing 3 social influencer trips per year (about 3 persons/trip) in the first and second years of the Program (Y1 and Y2) to give them a chance to discover the wine producing regions of Germany and Bordeaux, to better understand to what they owe their quality, and therefore produce more engaging content within the framework of collaborations to support Events (Lot 2).

Advertising

- Social media: Ad boosting of social media posts
- Online advertising campaigns (social media and online media partnerships with sites such as Eater or Time Out, for example) in support of Events (Lot 2), Restaurant Tastings (Lot 3) and POS Promotions/Tastings (Lot 4).
- Outdoor display campaigns in support of Restaurant Tastings (Lot 3), to drive traffic to the participating restaurants.
- Production of advertising assets (online, outdoor, etc.), such as banners, snack videos, billboard posters

DETAILS:

- Website: design upgrade, annual editorial calendar, content updates, SEO and maintenance
- Social media activation: annual editorial calendar, production and distribution of posts
- Content creation for on-going website and social media activation and tactical digital campaigns

- Social influencer collaborations: Recruitment, content development, implementation

- Social Influencer trips (Y1 and Y2): organization (recruitment, coordination), cost of transportation to and from the Partner regions

Travel and expenses (accommodations, local transport, restaurants, guide, and other miscellaneous costs incurred during influencer trips, for instance) are covered by a separate budget and need not be taken into account in the proposed Digital and Advertising plan.

- Advertising campaigns: 3-year media strategy, media plans, media buying

- Advertising assets: Conception, production and delivery

- Submitting final activity reports (one for Digital activation, another for advertising), including key output and performance indicators, key learnings and recommendations for the following year.

- Participation in bi-annual team meetings.

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the three-year plan /

Weighting: 50

Quality criterion - Name: Experience of the proposed staff members / Weighting: 15
Price - Weighting: 35

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: EU Proposal number: 101095534 EU Proposal acronym:
BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

Tasting Events
Lot No: 2

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: United States The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Engage with Target Consumers to generate awareness of the Wines" origins.

Generate product trial among Target Consumers to generate consideration and conversion to purchase.

Increase consideration and conversion among Target Consumers with engaging content.

ACTIVITY DESCRIPTION:

Organization of a Clink Different booth during key wine or wine and food festivals held in the Target States, where consumers will be able to taste the Wines poured by trained personnel who will deliver the Program"s key messages (along with communication material and activities offered at the booth). The Program includes at least 3 festivals in the first year (Y1) and at least 6 festivals in each of Y2 and Y3. Overall, the average duration of festivals should be about 3 days/festival.

Production of promotional material (goodies) for festival consumer contacts.

DETAILS:

- Sponsorship of consumer festivals
- Booth design, booth production, equipment
- Serving staff, photographer
- Wines
- Logistics
- Promotional material (goodies): Conception, production and delivery
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings.

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the three-year plan /

Weighting: 50

Quality criterion - Name: Experience of the proposed staff members / Weighting: 15

Price - Weighting: 35

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: EU Proposal number: 101095534 EU Proposal acronym:

BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

Restaurant Weeks

Lot No: 3

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: United States The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Engage with Target Consumers to generate awareness of the Wines" origins

Generate product trial among Target Consumers to generate consideration and conversion to purchase

ACTIVITY DESCRIPTION:

Organisation of tastings in trendy restaurants and wine bars in 3 cities (1 per Target State), ideally at least 1 week of tastings per city per year. This includes the production of tasting kits provided to each participating restaurant, if deemed relevant.

DETAILS:

- Organization, including identification of restaurants to target, negotiating partnerships with restaurants, sending restaurant kits, supervising implementation in each restaurant, logistics
- Production and delivery of tasting kits, if deemed relevant (ex: mixologist kit, ice buckets, bottle glorifiers, aprons, corkscrews)
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the three-year plan /

Weighting: 50

Quality criterion - Name: Experience of the proposed staff members / Weighting: 15

Price - Weighting: 35

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: EU Proposal number: 101095534 EU Proposal acronym:
BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

POS Promotions

Lot No: 4

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: United States The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Generate product trial among Target Consumers to generate conversion to purchase
Engage with Target Consumers to generate awareness of the Wines" origins

ACTIVITY DESCRIPTION:

Two waves of tasting days per year (one in the Spring, another in the Fall), in 100 liquor stores and wine shops per Target State, for a total of about 5 tasting days per store, to increase consideration and purchase among the Program"s Target Consumers.

DETAILS:

- Organization: Negotiating with stores, preparing the tasting schedules, training/coordinating with serving staff, delivering POS material, reporting
- Expenses: travel to stores for negotiations, monitoring and reporting; tasting supplies, including COVID sanitary equipment, if and when necessary
- Logistics: storing and shipping POS to all stores
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the three-year plan /
Weighting: 50

Quality criterion - Name: Experience of the proposed staff members / Weighting: 15

Price - Weighting: 35

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: EU Proposal number: 101095534 EU Proposal acronym:
BORDEUS-2 AGRIP-MULTI-2022

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

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 241-694135](#)

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

Lot No: 1

Title:

Digital Marketing and Advertising

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: RF Binder Partners Inc.

Postal address: 950 Third Avenue

Town: New York

NUTS code: US United States

Postal code: 10022

Country: United States

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 425 000,00 EUR

Total value of the contract/lot: 2 360 366,32 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Tasting Events

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 5

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: RF Binder Partners Inc.

Postal address: 950 Third Avenue

Town: New York

NUTS code: US United States

Postal code: 10022

Country: United States

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 700 000,00 EUR

Total value of the contract/lot: 1 664 358,40 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 3

Title:

Restaurant Weeks

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Sopexa USA

Postal address: 250 Hudson Street, Suite 703

Town: New York

NUTS code: US United States

Postal code: 10013

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: 1 200 000,00 EUR

Total value of the contract/lot: 1 199 507,59 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 4

Title:

POS Promotions

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/04/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: RF Binder Partners Inc.

Postal address: 950 Third Avenue
Town: New York
NUTS code: US United States
Postal code: 10022
Country: United States
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 000 000,00 EUR
Total value of the contract/lot: 1 957 016,61 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

If questions should arise from the procurement documents or in connection with the preparation of the tender, the clarification of which appears essential from the point of view of the tenderer, these questions are to be sent exclusively via the e-tendering platform provided by DTVP Deutsches Vergabeportal GmbH and cosinex GmbH (www.dtvp.de/en).

As a general rule, questions by tenderers will only be answered if sent by 13.01.23. Whether questions received later will be answered shall be up to the discretion of the awarding entity.

Bekanntmachungs-ID: CXP4YWS6SBF

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Bundes
Postal address: Villemombler Straße 76
Town: Bonn
Postal code: 53123
Country: Germany

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Based on §§ 160 seqq. GWB, a review procedure for the review of claimed breaches of contract awarding provisions may be requested at the Award Chamber (public procurement tribunal) of the federal government.

An application for review is inadmissible if the tenderer already became aware of the violation during the procurement procedure and did not object to the contracting entity immediately, i.e. without undue delay. Any errors apparent in the official announcement must be challenged accordingly by the end of the period for submitting tenders that is specified therein. The contracting entity must be notified of any violations of the provisions governing the award of public contracts which become evident from the award documents before expiry of the period specified in the notice for the submission of a tender.

An application for review is also inadmissible if more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to remedy the complaint.

VI.5. Date of dispatch of this notice

03/05/2023