

**Belgium-Brussels: Marketing services**  
**OJ S 102/2022 27/05/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:info@visiteurope.com)

Telephone: +32 25490000

**Internet address(es):**

Main address: [www.etc-corporate.org](http://www.etc-corporate.org)

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Tourism

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**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.1.6.**

## **Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 4 000 000,00 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**

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**

Quality criterion - Name: The contractor's ability to translate the concepts of the Experience Europe brand strategy into a creative and structured content marketing strategy / Weighting: 60  
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**

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## **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 003-004887](#)

### **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**

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**Contract No:** JPP3 - 3 - content development

**Title:**

Content development services for destination marketing (framework agreement)

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

27/04/2022

### **V.2.2. Information about tenders**

Number of tenders received: 8

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

### **V.2.3. Name and address of the contractor**

Official name: ZN SRL

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1050

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 EUR

Total value of the contract/lot: 4 000 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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**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**

22/05/2022