

Belgium-Brussels: Marketing services

OJ S 126/2020 02/07/2020

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: Miguel Gallego

E-mail: miguel.gallego@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/experience-europe-global-campaign/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: 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

Experience Europe Global Communication and Promotional Campaign: Framework Agreement for Content Production and Distribution

Reference number: ETC 2020 - 4

II.1.2. Main CPV code

79342000 Marketing services - FG23

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 production (lot 1) and/or digital content distribution (lot 2) 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 within the next 8 months.

II.1.5. Estimated total value

Value excluding VAT: 1 395,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Framework Agreement for Content Production

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services - FG23, 79340000 Advertising and marketing services - FG23

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The purpose of the framework agreement is to contract a service provider for content production for the destination marketing activities of ETC.

Under this framework agreement, the contractor is expected to conceive, develop and implement a content marketing strategy to communicate on behalf of ETC to consumers from niche global communities of travellers as part of a global communication and destination promotional campaign within the next 8 months. More specifically, the assignment concerns the performance of the following services (non-exhaustive):

- strategic development of a content marketing plan;
- implementation of content marketing concepts;
- planning and implementation of content production;
- writing engaging and compelling stories;
- video and photo production and editing;
- graphic design;
- translation services as required.

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: 400 000,00 EUR

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

Start: 01/08/2020 End: 15/02/2021

This contract is subject to renewal: yes

Description of renewals:

The duration of the framework agreement may be extended for a further period to be determined upon mutual agreement between ETC and the contractor.

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-funded 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

II.2. Description

II.2.1. Title

Framework Agreement for Digital Distribution of Content
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services - FG23, 79340000 Advertising and marketing services - FG23

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The purpose of the framework agreement is to contract a service provider for digital content distribution for the destination marketing activities of ETC.

Under this framework agreement, the contractor is expected to conceive, develop and implement an always-on strategy for digital distribution of content to niche global communities of travellers at scale as part of a global communication and promotional campaign within the next 8 months. More specifically, the assignment concerns the performance of the following services (non-exhaustive):

- development, justification, execution and evaluation of the strategy for the digital distribution of content;
- comprehensive management of promotional actions on programmatic display advertisement, retargeting, video campaigns, social media ads and SEM campaigns;
- acquisition of advertising space (media buy, sponsored content, etc) in digital media outlets or any relevant digital platform to reach the target audience.

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: 995 000,00 EUR

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

Start: 01/08/2020 End: 15/02/2021

This contract is subject to renewal: yes

Description of renewals:

The duration of the framework agreement may be extended for a further period to be determined upon mutual agreement between ETC and the contractor.

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-funded 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 the extraordinary circumstances instigated by the Covid-19 pandemic, which have brought the European travel and tourism industry to a standstill and in critical need of assistance to stimulate demand and restore consumer confidence in travel in order to mitigate the socio-economic impact of the pandemic and maintain Europe as the world's leading tourist destination in terms of value, quality, sustainability and innovation.

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 3

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: 20/07/2020 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: 21/07/2020 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 ordering will be used

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

30/06/2020