

**Luxembourg-Luxembourg: Provision of Services in the Field of Marketing Consultancy and Content Production to the European Investment Fund (EIF)**

OJ S 102/2024 28/05/2024

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Investment Fund

Postal address: 37B, avenue J.F. Kennedy

Town: Luxembourg

NUTS code: LU00 Luxembourg

Postal code: L-2968

Country: Luxembourg

Contact person: EIF Procurement

E-mail: [eif-procurement@eif.org](mailto:EIF-procurement@eif.org)**Internet address(es):**Main address: <https://www.eif.org/>Address of the buyer profile: [https://www.eif.org/who\\_we\\_are/governance/procurement/index.htm](https://www.eif.org/who_we_are/governance/procurement/index.htm)**I.4. Type of the contracting authority**

European institution/agency or international organisation

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Provision of Services in the Field of Marketing Consultancy and Content Production to the European Investment Fund (EIF)

Reference number: 2023-MRKTG-INTCOMM-011

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The EIF aims at contracting service providers that shall contribute to the creation and delivery of audience-specific campaigns and events from conceptualisation, strategy development,

content creation, production, and post-production and reporting. Deliverables should always reflect the EIF's values and help promote in the best way the work the EIF and the EU do in making financing available to SMEs in Europe.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 9 767 500,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Film Production and Photography in Luxembourg  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

92100000 Motion picture and video services

#### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: All filming and recording will be carried out within the territory of Luxembourg, where pre- and post-production deliverables may be carried out at the premises of the service provider.

#### **II.2.4. Description of the procurement**

Film production and photography in Luxembourg.

#### **II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

#### **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:  
no

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Film Production Outside of Luxembourg  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

92100000 Motion picture and video services

#### **II.2.3. Place of performance**

NUTS code: AT Österreich

NUTS code: BE Belgique / België

NUTS code: BG България / Bulgaria

NUTS code: CY Κύπρος / Kýpros

NUTS code: CZ Česko  
NUTS code: DE Deutschland  
NUTS code: DK Danmark  
NUTS code: EE Eesti  
NUTS code: EL Ελλάδα / Elláda  
NUTS code: ES España  
NUTS code: FI Suomi / Finland  
NUTS code: FR France  
NUTS code: HR Hrvatska  
NUTS code: HU Magyarország  
NUTS code: IE Éire / Ireland  
NUTS code: IT Italia  
NUTS code: LT Lietuva  
NUTS code: LV Latvija  
NUTS code: MT Malta  
NUTS code: NL Nederland  
NUTS code: PL Polska  
NUTS code: PT Portugal  
NUTS code: RO România  
NUTS code: SE Sverige  
NUTS code: SI Slovenija  
NUTS code: SK Slovensko

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

#### **II.2.4. Description of the procurement**

Film production outside of Luxembourg.

#### **II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

#### **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:  
no

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

Creative Consultancy Services, Graphic and Motion Design Services

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services, 79413000 Marketing management consultancy services

##### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

#### **II.2.4. Description of the procurement**

Creative consultancy services, graphic and motion design services.

#### **II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

#### **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:  
no

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

External Event Management in Luxembourg

Lot No: 4

##### **II.2.2. Additional CPV code(s)**

79952000 Event services

##### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: All events should take place in the territory of Luxembourg.

##### **II.2.4. Description of the procurement**

External event management in Luxembourg.

##### **II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

#### **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:  
no

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

Digital Asset Development Services

Lot No: 5

##### **II.2.2.**

**Additional CPV code(s)**

79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

**II.2.4. Description of the procurement**

Digital asset development services.

**II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

**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:  
no

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Abstract and Landscape Photography

Lot No: 6

**II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79961000 Photographic services

**II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

**II.2.4. Description of the procurement**

Abstract and landscape photography.

**II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70

Price - Weighting: 30

**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:  
no

**II.2.14. Additional information**

## **II.2. Description**

### **II.2.1. Title**

Portrait Photography Outside of Luxembourg  
Lot No: 7

### **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79961000 Photographic services

### **II.2.3. Place of performance**

NUTS code: AT Österreich  
NUTS code: BE Belgique / België  
NUTS code: BG България / Bulgaria  
NUTS code: CY Κύπρος / Kýpros  
NUTS code: CZ Česko  
NUTS code: DE Deutschland  
NUTS code: DK Danmark  
NUTS code: EE Eesti  
NUTS code: EL Ελλάδα / Elláda  
NUTS code: ES España  
NUTS code: FI Suomi / Finland  
NUTS code: FR France  
NUTS code: HR Hrvatska  
NUTS code: HU Magyarország  
NUTS code: IE Éire / Ireland  
NUTS code: IT Italia  
NUTS code: LT Lietuva  
NUTS code: LV Latvija  
NUTS code: MT Malta  
NUTS code: NL Nederland  
NUTS code: PL Polska  
NUTS code: PT Portugal  
NUTS code: RO România  
NUTS code: SE Sverige  
NUTS code: SI Slovenija  
NUTS code: SK Slovensko

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

### **II.2.4. Description of the procurement**

Portrait photography outside of Luxembourg.

### **II.2.5. Award criteria**

Quality criterion - Name: Qualitative award criteria / Weighting: 70  
Price - Weighting: 30

### **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:  
no

### 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: [2023/S 179-560645](#)

###### 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: 1

Lot No: 1

Title:

Film Production and Photography in Luxembourg

A contract/lot is awarded: yes

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

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

12/04/2024

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: yes

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

Official name: Crossfire Luxembourg Sarl

Town: Bereldange

NUTS code: LU000 Luxembourg

Country: Luxembourg

The contractor is an SME: yes

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

Official name: Crossfire Productions Ltd  
Town: Oxted  
NUTS code: UKJ26 East Surrey  
Country: United Kingdom  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 629 500,00 EUR  
Total value of the contract/lot: 629 500,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 5 %

**Section V: Award of contract**

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**Contract No:** 2

**Lot No:** 2

**Title:**

Film Production Outside of Luxembourg

A contract/lot is awarded: yes

**V.2. Award of contract**

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

12/04/2024

**V.2.2. Information about tenders**

Number of tenders received: 15  
The contract has been awarded to a group of economic operators: yes

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

Official name: Crossfire Luxembourg Sarl  
Town: Bereldange  
NUTS code: LU000 Luxembourg  
Country: Luxembourg  
The contractor is an SME: yes

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

Official name: Crossfire Productions Ltd  
Town: Oxted  
NUTS code: UKJ26 East Surrey  
Country: United Kingdom  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 600 000,00 EUR  
Total value of the contract/lot: 1 600 000,00 EUR

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

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 5 %

## **Section V: Award of contract**

---

**Contract No:** 3

**Lot No:** 2

**Title:**

Film Production Outside of Luxembourg

A contract/lot is awarded: yes

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

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

17/04/2024

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

Number of tenders received: 15

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

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

Official name: Skyhill Studios Limited

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 600 000,00 EUR

Total value of the contract/lot: 1 600 000,00 EUR

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

## **Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 3

**Title:**

Creative Consultancy Services, Graphic and Motion Design Services

A contract/lot is awarded: yes

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

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

17/04/2024

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

Number of tenders received: 11

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

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

Official name: Blossom Srl

Town: Seregno

NUTS code: ITC4D Monza e della Brianza

Country: Italy

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 225 000,00 EUR

Total value of the contract/lot: 2 225 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 5**

**Lot No: 3**

**Title:**

Creative Consultancy Services, Graphic and Motion Design Services

A contract/lot is awarded: yes

**V.2. Award of contract**

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

17/04/2024

**V.2.2. Information about tenders**

Number of tenders received: 11

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

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

Official name: Sons and Daughters LLC

Town: Vilnius

NUTS code: LT0 Lietuva

Country: Lithuania

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 225 000,00 EUR

Total value of the contract/lot: 2 225 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 15 %

**Section V: Award of contract**

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**Contract No: 6**

**Lot No: 4**

**Title:**

External Event Management in Luxembourg

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

17/04/2024

**V.2.2. Information about tenders**

Number of tenders received: 3

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

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

Official name: Shine a Light SA

Town: Luxembourg

NUTS code: LU000 Luxembourg

Country: Luxembourg

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 100 000,00 EUR

Total value of the contract/lot: 4 100 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 7

**Lot No:** 5

**Title:**

Digital Asset Development Services

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

17/04/2024

**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: Maform Kft

Town: Budapest

NUTS code: HU11 Budapest

Country: Hungary

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 600 000,00 EUR

Total value of the contract/lot: 600 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** 8

**Lot No:** 5

**Title:**

Digital Asset Development Services

A contract/lot is awarded: yes

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

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

17/04/2024

##### **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: CMGC Doo

Town: Pula

NUTS code: HR0 Hrvatska

Country: Croatia

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 600 000,00 EUR

Total value of the contract/lot: 600 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** 9

**Lot No:** 6

**Title:**

Abstract and Landscape Photography

A contract/lot is awarded: yes

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

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

17/04/2024

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

Number of tenders received: 1

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

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

Official name: Skyhill Studios Limited

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 195 000,00 EUR

Total value of the contract/lot: 195 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 10

**Lot No:** 7

**Title:**

Portrait Photography Outside of Luxembourg

A contract/lot is awarded: yes

**V.2. Award of contract**

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

17/04/2024

**V.2.2. Information about tenders**

Number of tenders received: 2

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

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

Official name: Diaz Wichmann Studios SL

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 418 000,00 EUR

Total value of the contract/lot: 418 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section I.3 in the last 5 calendar days before the time limit for receipt indicated in Section IV.2.2), the contracting authority reserves the right to extend this

time limit and publish the extension at the Internet address provided in Section I.3), without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section I.3) in order to get notified when new information or documents are published.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: General Court of the European Union

Postal address: Rue du Fort Niedergrünewald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 43031

Fax: +352 4303-2100

Internet address: <https://curia.europa.eu>

##### **VI.5. Date of dispatch of this notice**

16/05/2024