

Belgium-Brussels: IMI 10th Anniversary Campaign
OJ S 138/2018 20/07/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Innovative Medicines Initiative 2 Joint Undertaking
Postal address: IMI2 JU — TO 56 1049 Brussels, Belgium
Town: Brussels
NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad
Postal code: 1060
Country: Belgium
Contact person: Procurement Team
E-mail: procurement@imi.europa.eu
Internet address(es):
Main address: <http://www.imi.europa.eu/>

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

IMI 10th Anniversary Campaign
Reference number: IMI.2017.OP.209

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The subject of the service contract is the conception and implementation of the IMI2 JU's 10th anniversary campaign.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 229 326,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest
Main site or place of performance: Brussels.

II.2.4. Description of the procurement

In 2018, the IMI2 JU will celebrate its 10th anniversary. This is an opportunity to showcase what IMI has achieved in that time. On this occasion, IMI wishes to launch a communication campaign to celebrate and raise awareness of its successes and achievements. The main objective of the campaign is to raise the visibility of IMI achievements among IMI's broader stakeholders (academics in the field of health and medicines, SMEs in the biotech sector, the pharmaceutical industry and medical professionals) with a special focus on citizens, patients and policy-makers.

II.2.5. Award criteria

Quality criterion - Name: Price is not the only award criterion and all criteria are stated only in the procurement documents / Weighting: 60

Cost criterion - Name: The most economically advantageous tender / 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: Horizon 2020 Research and Innovation Programme

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.2.8. 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: IMI.2017.OP.209

Title:

IMI 10th Anniversary Campaign

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/03/2018

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Cello Signal T/A The Leith Agency

Postal address: 86/2 Commercial Quay Commercial Street Edinburgh

Town: Edinburgh

NUTS code: UKM75 Edinburgh, City of

Postal code: EH6 6LX

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: 250 000,00 EUR

Total value of the contract/lot: 229 326,00 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: General Court of the European Union

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: generalcourt.registry@curia.europa.eu

Telephone: +352 4303-1

Fax: +352 4303-2100

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

VI.5. Date of dispatch of this notice

13/07/2018