

Belgium-Brussels: Marketing services
OJ S 161/2021 20/08/2021
Contract award 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: Yasemin Volders

E-mail: yasemin.volders@visiteurope.com

Telephone: +32 25490000

Internet address(es):

Main address: 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

NORDIC TOURISM IN CHINA CAMPAIGN 2021

Reference number: ETC2021-5

II.1.2. Main CPV code

79342000 Marketing services - FG23

II.1.3. Type of contract

Services

II.1.4. Short description

The European Travel Commission intends to commission the development and execution of a digital promotional campaign (also referred to as the project) to a marketing agency (hereinafter referred to as the contractor). The promotional campaign is targeted and must be well-suited for the niche community of travellers with a specific interest in adventure, nature and outdoor experiences. The project is aimed at engaging medium- to high-end consumers from first and second tier cities in China with a comparatively high awareness of sustainability

and promoting the Nordic countries as a role model in terms of sustainable travel habits and lifestyle.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 232 330,00 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 project must specifically appeal to affluent (semi-)Free Independent Travellers (FITs) from urban "melting pots" travelling for leisure who are at the dreaming, consideration and/or sharing stage of their travel cycle. There is a particular interest in engaging repeat visitors to Europe as opposed to first-time visitors from long-haul markets.

The scope of this project is the promotion of nature and outdoors experiences with a special focus on sustainability in Europe as a whole and in Denmark, Finland and Sweden in particular. These inspiring experiences and stories must appeal to and engage FITs and other members of the interest-based community (B2C) from the Chinese market. The project is aimed at engaging medium- to high-end consumers from first and second tier cities in China with a comparatively high awareness of sustainability and promoting the Nordic countries as a role model in terms of sustainable travel habits and lifestyle.

This project comprises the three interconnected and indivisible assignments which are described in the following paragraphs:

1) Creative and Content Production

Creative design, development and production of inspiring and engaging editorial and/or video content. The campaign should focus on inspirational messages, rather than a call to action. The content must cover a range of experiences that highlight Europe in general and the destinations in focus, in particular around the editorial theme of nature and outdoors. The content must be developed and edited in the local language (Mandarin Chinese), presenting a bespoke and tailored approach for the target interest-based community (B2C) in China. Additionally, the content must have a focus on sustainability.

2) Content Distribution

Digital distribution and advertisement of the content to B2C target audiences at scale in China, increasing the total media exposure for the three Nordic countries. The contractor may launch a campaign landing page to allow users (e.g. travellers, influencers, travel experts, governments and other partners) to join the conversation and share user-generated content.

3) Offline Press Event

Organisation of an offline press conference to report on the main campaign results, involving relevant media outlets and Key Opinion Leaders (KOLs) in China.

II.2.5. Award criteria

Quality criterion - Name: Relevance of the proposed solution / Weighting: 42

Quality criterion - Name: Project management and methodology / Weighting: 21

Quality criterion - Name: Company profile, experience and qualifications of the project team / Weighting: 7

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:
yes

Identification of the project: The activities subject of this tender are co-financed 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 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 has 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 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.

In addition, the services subject of this tender are related to the promotion of Europe as a tourism destination in China. The success of a marketing campaign depends on its timing. In order to influence potential traveller's decision on their next holiday destination, the campaign should be active before travelling takes place (mostly around a big national holiday in the beginning of October). Therefore, the campaign should start as soon as possible.

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: [2021/S 102-268143](#)

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

Title:

NORDIC TOURISM IN CHINA CAMPAIGN 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

20/07/2021

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: Beijing LOGA Technology Co.,Ltd

Town: Beijing

NUTS code: CN China

Country: China

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 235 000,00 EUR

Total value of the contract/lot: 232 330,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

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

16/08/2021