

Germany-Bodenheim: Advertising and marketing services

OJ S 177/2020 11/09/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: vergabe@deutscheweine.de**Internet address(es):**Main address: <http://www.deutscheweine.de>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.evergabe-online.de/tenderdetails.html?id=346277>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.evergabe-online.de/tenderdetails.html?id=346277>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Marketing

Section II: Object

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

Organisation of a Marketing Programme for German Wine in Sweden

Reference number: DWI 2020-43

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The German Wine Institute (DWI) is looking for an agency/service provider for the years 2021-2026 in Sweden to develop, maintain and execute public relations and marketing activities in line with the goals set forth in the German Wine Institute's marketing strategy.

The aims of the marketing programme include raising consumers' interest in German Wines in Sweden and increasing and consolidating sales of German wine products. For these purposes, the service provider must have an excellent network of contacts in Sweden, particularly with regard to the beverage/wine trade, gastronomy and the media.

II.1.5. Estimated total value

Value excluding VAT: 780 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Sweden.

II.2.4. Description of the procurement

The service provider shall perform the tasks specified in tender specifications of the tender documents.

In particular, the service provider shall perform the following tasks:

1) Basic Services

— General information service and correspondence

- in a fully equipped and staffed office during normal business hours in Sweden
- particularly regarding exporters, importers, specialist retailers, catering trade, media and consumers
- consulting service for German wine and sparkling wine producers for entering or already working on the Swedish market
- creation and maintenance of a network of important and relevant contacts and multipliers in Sweden in order to perform these responsibilities.

— Public relations

- continuous monitoring of the Swedish media landscape
- expert point of contact for media representatives
- monthly summary of current media clippings (TV, print and internet)
- reports on the current situation and changes in politics and the wine sector
- creation and distribution of press releases
- creation and distribution of information publications
- invitation of journalist and trade delegations to Germany. Provide background information, book travel and implement a questionnaire after travel.

— Retail trade/catering trade/importers/wine market

- Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers
- Continuous compilation and updating of lists of Swedish wine dealers, importers, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement)
- adaptation of existing promotional material
- distribution and shipment of promotional materials
- selection and invitations of potential participants at multi-national information trips to the German wine-growing regions

- Statistics/market research/marketing strategy for Sweden
 - development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in Sweden corresponding to the market situation and in line with the general strategy of DWI
 - transmission of statistics/market research
 - continuous transmission of statistics in relation to the use of social media (number of followers, etc.)
 - monthly report on activities' progress and media evaluation.
 - Other services
 - cellarage of wines
 - storage of POS material
 - attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days).
 - Website maintenance
 - maintenance, updating and further development of the existing website www.winesofgermany.se. This includes the planning and creation of digital content (Content Management) on a weekly basis, including the creation of new content at least once a week, all in line with the CI and CD of Wines of Germany. Content management shall be provided by the service provider as part of the DWI's existing Open Source Typo3 Content Management System (CMS). The DWI will provide the service provider with the necessary access to the CMS.
 - Internet and social media
 - content creation and maintenance of all relevant social media networks (e.g. Instagram, Facebook, video channels, etc.). Social media channels must be updated at least twice a week with unique content containing added value.
- 2) Additional services
- Upon separate request by the DWI, the service provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the Swedish market.
- Media relations/trips to Germany
 - invitations to, travel arrangements for and possibly accompanying of information trips for Swedish media, sommeliers, importers and retailers to the wine-growing regions of Germany.
 - Special press conferences in relation to current events
 - selection of journalists, invitation, and preparation of information packs, search for venues, hosting of the conference and provision of support to DWI in discussions with media representatives.
 - Other marketing activities
 - the service provider shall carry out further marketing activities determined by the DWI in order to increase interest in and sales of German wines. The service provider shall also carry out generic promotion activities (for example Regulation (EU) No 1144/2014 of 22.10.14.) upon consultation with the DWI, which may be co-financed by the European Union and/or other national structural funding. Those generic promotion programmes may include marketing activities for other eligible agricultural products, which then will also be marketed by the service provider within the scope of these promotional programmes.
 - Events/fairs/presentations
 - Organisation of events for the media, sommeliers, beverage retailers, restaurateurs, consumers, etc. upon suggestion by the service provider. The theme, the venue and, if necessary, the German wines to be presented at the venue shall be agreed on with the DWI beforehand. The service provider shall undertake the promotion, planning and implementation

of accompanying online communication measures, organisation and management of the event, including the provision of translation services, if necessary.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: B 1.1 Implementation concept — Table top presentation / Weighting: 15

Quality criterion - Name: B 1.2 Implementation concept — Restaurant and trade campaign 'Riesling Weeks' / Weighting: 15

Quality criterion - Name: B 2. Conceptual idea / Weighting: 10

Quality criterion - Name: B 3. Marketing strategy for Sweden / Weighting: 10

Quality criterion - Name: C 1. Presentation — Make-up and structure of content / Weighting: 3

Quality criterion - Name: Presentation — Comprehensibility of the presented contents / Weighting: 3

Quality criterion - Name: Presentation — Overall impression of the presentation / Weighting: 4

Price - Weighting: 40

II.2.6. Estimated value

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

Start: 01/01/2021 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

The term of the tender agreement commences on 1 January 2021 and shall expire on 31 December 2021 (which concludes one year). The contract will subsequently be extended six times for successive one-year periods unless it is terminated by either the contracting entity or the service provider by giving at least three months' written notice of termination. The maximum term for this tender agreement is 6 years. Accordingly, the tender agreement shall expire no later than 31 December 2026.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3 Objective criteria for choosing the limited number of candidates:

1. Reference projects of the company

A. Reference 1: 'gastronomy and trade' sector in Sweden

A. I. Duration of the contractual relationship of reference — max. 8 points

A. II. Number of events carried out during the contractual relationship of the reference — max. 12 points

A. III. Sector of the reference — max. 15 points

B. Reference 2: 'consumers' sector in Sweden

B. I. Duration of the contractual relationship of reference — max. 8 points

B. II. Number of events carried out during the contractual relationship of the reference — max. 12 points

B. III. Sector of the reference — max. 15 points

2) Staff qualification

A. Qualification of the team leader/Head of Campaign

A. I. Project experience with large campaigns — max. 7.5 points

A. II. Number of companies for which he has run marketing campaigns — max. 7.5 points

B. Qualification of the team

B. I. Vocational/professional training and further education courses — max. 7.5 points

B. II. Work experience with projects in the alcoholic beverages sector — max. 7.5 points

If, even after this evaluation, the field of applicants cannot be clearly and finally brought to the desired number of three applicants, the decision shall be made by drawing lots.

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:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- 1) Cover letter dated and signed by the candidate's duly authorized representative. The candidate and the individual making the statement must be named.
- 2) Self-declaration in accordance with §§ 123, 124 GWB (German Act Against Restraints of Competition)

The self-declaration in accordance with §§ 123, 124 GWB must be submitted and signed by every member involved in the case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

- 3) If applicable: Declaration for a bidding consortia and/or a loan of eligibility and/or the use of subcontractors

Note: The contracting authority will request an extract from the Central Trade Register from the Federal Office of Justice if the contract is worth more than EUR 30,000 about the bidder who is to be awarded the contract.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- 1) Company presentation attachment
- 2) Self-declaration confirming that you have professional/commercial liability insurance with a coverage of at least EUR 1 000 000.00 for each of personal injury and EUR 200 000.00 for each of property damage, or a declaration that you will obtain such insurance prior to the commencement of the contract.
- 3) Self-declaration of the annual turnover - annual turnover of the last two completed business years in EUR.
- 4) Self-declaration of the average number of employees — average number of employees in the last two completed business years.

Minimum level(s) of standards possibly required:

Minimum annual turnover: The annual turnover of each of the last two completed business years shall amount to a minimum of EUR 150 000.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1) Self-declaration confirming that you have an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in Sweden.

2) Self-declaration about the knowledge of the required languages:

Head of Campaign: Swedish as native language and excellent English language skills (level B2)

Project team: Excellent Swedish and English language skills (level B2).

3) Self-declaration about the Staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control.

A. Qualification of the team leader/Head of Campaign

Information about relevant work experience of the team leader/head of campaign who will be in charge. In this context, please provide detailed information about the professional qualifications of the team leader/Head of Campaign who will be in charge.

The information must include in particular:

I. Project experience in large campaigns proven by reference projects with the annual budget indicated in EUR.

II. Number of companies in the food and beverages sector for which he or she has run marketing campaigns.

B. Qualification of the project team

Information about relevant work experience of the team members who will be involved in the project. In this context, please provide detailed information about the professional qualifications of the team that will conduct the project.

This must include in particular:

I. Wine-related professional or vocational training and further education courses

II. Project experience in the alcoholic beverages sector, proven by completed projects

4. Provide appropriate references from contracts performed in the past of major services provided in the last five years (2015, 2016, 2017, 2018, 2019).

The references must include in particular:

I. Total project duration/contract term of the references

II. Number of events/measures carried out during the contract term of the references

III. Fields of the references (food and beverages, beverages, alcoholic beverages).

Candidates must provide at least two appropriate references. To be appropriate, these references must be equivalent to the object of the contract described in the tender specifications.

Equivalent means that the references must concern projects that are at least similar to the object of the present award procedure. To meet this requirement, the references must cover the following activities:

A. Reference 1 must cover several different marketing and PR activities for a client, with the 'gastronomy and trade' sector in Sweden as target group.

B. Reference 2 must cover several different marketing and PR activities for a client, with the 'consumers' sector in Sweden as target group.

To ensure comparability with the object of the present award procedure, the references 1 and 2 must refer to projects that have taken place in the respective

Target country.

The management of a promising project that is comparable to the object of this award procedure requires an existing and proven network of contacts to administrative bodies, licensing authorities, politics, economy, local multipliers and media for the realisation in the respective foreign market. If the DWI had the corresponding networks in the respective foreign markets, it would be able to manage and organise marketing activities itself in these countries.

For this reason, the corresponding references must refer to projects in the respective foreign market in order to be comparable to the object of the present award procedure.

Minimum level(s) of standards possibly required:

Candidates must provide at least two appropriate references. To be appropriate, these references must be equivalent to the object of the contract described in the tender specifications.

Equivalent means that the references must concern projects that are at least similar to the object of the present award procedure. To meet this requirement, the references must cover the following activities:

A. Reference 1 must cover several different marketing and PR activities for a client, with the 'gastronomy and trade' sector in Sweden as target group.

B. Reference 2 must cover several different marketing and PR activities for a client, with the "consumers" sector in Sweden as target group.

To ensure comparability with the object of the present award procedure, the references 1 and 2 must refer to projects that have taken place in the respective target country.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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 a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The German Wine Institute has been working with foreign agencies for over 30 years. These agencies act as official representatives of the German Wine Institute. The target group consists of German wine producers, the media, the gastronomy and trade sector including end consumers in the respective target countries. The experience of over 30 years has shown that it takes at least three years for an agency to develop a sufficient network of members of the aforementioned target group and to be perceived as a representative of German wines in the target country by this target group. From a marketing perspective it has been proven that the initial investments made only start to amortize after this point in time. From this point on, after having built the network with the media and the gastronomy and trade sector and the mentioned representation is achieved, agency services start to become effective in a marketing sense, which enables the agencies to place marketing strategies and goals in an efficient way.

The necessary investment volume on both sides, on the service provider's and the client's side, is considered a recognized reason to deviate from the standard term of four (4) years for a framework contract by the public procurement jurisdiction.

IV.1.5.

Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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: 08/10/2020 Local time: 11:00

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

German, English

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Telephone: +49 4922-894990

Fax: +49 4922-89499163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Undertakings have a right that the contracting authority complies with the relevant provisions governing public contract award procedures in Germany that protect bidders and applicants. If an economic operator who has an interest in the contract claims that its rights have been infringed by non-compliance with the provisions governing the procedure for the award of public contracts, it shall complain to the contracting authority within a time limit of ten calendar days (section 160(3) sentence 1 No 1 of the German Act against Restraints of Competition (GWB)). Violations that become apparent from the tender notice or from the tender documents must be notified to the contracting authority within the time limit specified in the tender notice for application or submission of a tender (section 160(3) sentence 1 No 2 and 3 of the German Act against Restraints of Competition (GWB)). If the contracting authority notifies the undertaking that it is unwilling to redress the latter's complaint, it shall be entitled to request the federal public procurement tribunal, within 15 days of receipt of such notification, to initiate

review proceedings (section 160 (3) sentence 1 No 4 of the German Act against Restraints of Competition (GWB)). Bidders whose tenders will not be taken into account for the contract award shall be informed accordingly pursuant to section 134(1) of the German Act against Restraints of Competition. A contract must not be concluded prior to the expiry of 15 calendar days after this information has been sent by the contracting authority; if the information is sent electronically or by fax, the time limit shall be ten calendar days. The time limit starts on the day following the sending of the information by the contracting authority. A request for a review has to be filed in writing to the Federal Procurement Tribunal at the German competition authority, i. e.:

Vergabekammern des Bundes beim Bundeskartellamt, Vilemombler Straße 76, 53123 Bonn.
The language of the review proceeding is German.

VI.5. Date of dispatch of this notice

07/09/2020