

Belgium-Brussels: Marketing services
OJ S 141/2023 25/07/2023
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

E-mail: info@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

Technical support for the production and distribution of Accelerated Mobile Page (AMP) stories (framework agreement)

Reference number: JPP4 - 2 - AMP stories

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

This procedure aims to conclude a framework service agreement with an experienced contractor able to provide technical support for the production and distribution of short-video clips in the format of Accelerated Mobile Pages (AMP) stories as part of the promotional activities of the European Travel Commission (ETC). This project is implemented by ETC in cooperation with its member National Tourism Organisations.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 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 contractor is required to provide a bespoke software solution or software license use that allows ETC and its member NTOs to produce and automatically distribute AMP stories to target audiences at scale across the web and on multiple devices. The contractor will be responsible for developing, managing, and maintaining all technical aspects relating to the proposed software solution to be used by ETC for the entire contract duration. The proposed software solution must provide the following services:

- Production of AMP stories using a bespoke online interface that allows users to upload, edit, and customise (e.g. with text, graphics, calls to action and metadata) multiple photos and video formats.
- Hosting and storing of the produced AMP stories which must be automatically indexed by search engines (e.g. Google).
- Export the produced AMP stories in the right formats for use on social media platforms (e.g. Instagram, Facebook, Twitter).
- Syndication of AMP stories developed by third-party partners of the ETC network, namely ETC member NTOs, other Destination Marketing Organisations (DMOs) and providers of travel experiences (museums, national parks, etc) referred to as content partners. The contractor is, therefore, required to develop a licensing scheme or similar that adequately covers the use of the solution developed for ETC by the content partners.
- Distribution of AMP stories at scale via single or group of AMP stories embedded on ETC's consumer website www.visiteurope.com as well as on the content partners' websites and on the websites of other third-party partners of the ETC network (referred to as distribution partners).
- Tracking capabilities and performance analytics.

In addition, the bespoke software solution must be optimized for excellent performance on both mobile and desktop devices, with the former of higher priority. It must allow multiple users, be intuitive and easy to use.

II.2.5. Award criteria

Quality criterion - Name: Quality and relevance of the proposed solution / Weighting: 49

Quality criterion - Name: Quality of the project management and methodology / Weighting: 21

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: contract SI2.887430grant number 326/G/GRO/SME/22/12753

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

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 035-104030](#)

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:

Technical support for the production and distribution of Accelerated Mobile Page (AMP) stories (framework agreement)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/05/2023

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: CrowdRiff Inc.

Postal address: 255 King St. W Suite 1200

Town: Toronto

NUTS code: CA Canada

Postal code: M5V 3M2

Country: Canada

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 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: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

VI.5. Date of dispatch of this notice

20/07/2023