

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

Reboot Nordic Tourism in China 2023

Reference number: JPP4 - 3 - Nordic Tourism in China

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 an agreement with a contractor for the development and execution of a promotional campaign targeted towards the Chinese market. The project subject of this procurement is implemented by ETC in partnership with three 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: 236 983,00 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 expected to deliver the following three interconnected and indivisible assignments:

1. Creative and Content Production

Creative design, development and production of inspiring and engaging videos and other relevant supporting editorials, images. The campaign should focus on inspirational messages. The content must cover a range of experiences that highlight Europe in general and the destinations in focus, in particular around the themes of nature, outdoors and lifestyle. 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 and Promotion

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. Recruitment of Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) to experience the sustainable activities in Denmark, Finland and Sweden and to communicate on their own channels about the campaign.

3. Offline Event

Organisation of an offline event either in Beijing or in Shanghai, including Nordic elements and /or activities and involving local tour operators, relevant media outlets and KOLs.

II.2.5. Award criteria

Quality criterion - Name: Quality and relevance of the proposed solution, Quality of the project management and methodology, Company profile, experience and qualifications of the project team / 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: yes

Identification of the project: contract SI2.887430 grant 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

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 036-106117](#)

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:

Reboot Nordic Tourism in China 2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2023

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: Beijing Mafengwo Network Technology

Town: Beijing

NUTS code: CN China

Country: China

The contractor is an SME: no

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

Total value of the contract/lot: 236 983,00 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