

Belgium-Brussels: Marketing services
OJ S 205/2020 21/10/2020
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: Miguel Gallego

E-mail: miguel.gallego@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

Experience Europe Global Communication and Promotional Campaign: Framework Agreement for Content Production and Distribution

Reference number: ETC 2020 - 4

II.1.2. Main CPV code

79342000 Marketing services - FG23

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this procedure is to conclude a framework service agreement with an experienced agency, able to provide content production (Lot 1) and/or digital content distribution (Lot 2) services for the destination marketing activities of ETC.

Under this framework agreement, ETC intends to develop and execute a global destination communication and promotional campaign within the next 8 months.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 395 000,00 EUR

II.2. Description

II.2.1. Title

Framework agreement for content production

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services - FG23, 79340000 Advertising and marketing services - FG23

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The purpose of the framework agreement is to contract a service provider for content production for the destination marketing activities of ETC.

Under this framework agreement, the contractor is expected to conceive, develop and implement a content marketing strategy to communicate on behalf of ETC to consumers from niche global communities of travellers as part of a global communication and destination promotional campaign within the next 8 months. More specifically, the assignment concerns the performance of the following services (non-exhaustive):

- strategic development of a content marketing plan;
- implementation of content marketing concepts;
- planning and implementation of content production;
- writing engaging and compelling stories;
- video and photo production and editing;
- graphic design;
- translation services as required

II.2.5. Award criteria

Quality criterion - Name: The contractor's ability to translate the concepts of the Experience Europe brand strategy into a creative and structured content marketing plan / Weighting: 42

Quality criterion - Name: Qualifications of the project management team / Weighting: 18

Price - 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: The activities subject of this tender are co-funded 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

II.2. Description

II.2.1. Title

Framework Agreement for Content Production
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services - FG23, 79340000 Advertising and marketing services - FG23

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The purpose of the framework agreement is to contract a service provider for content production for the destination marketing activities of ETC.

Under this framework agreement, the contractor is expected to conceive, develop and implement a content marketing strategy to communicate on behalf of ETC to consumers from niche global communities of travellers as part of a global communication and destination promotional campaign within the next 8 months. More specifically, the assignment concerns the performance of the following services (non-exhaustive):

- strategic development of a content marketing plan;
- implementation of content marketing concepts;
- planning and implementation of content production;
- writing engaging and compelling stories;
- video and photo production and editing;
- graphic design;
- translation services as required.

II.2.5. Award criteria

Quality criterion - Name: The contractor's ability to translate the concepts of the Experience Europe brand strategy into a coherent and effective digital distribution plan / Weighting: 42

Quality criterion - Name: Qualifications of the project management team / Weighting: 18

Price - 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: The activities subject of this tender are co-funded 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 have 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 in

order 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.

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: [2020/S 126-308447](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Lot No: 1

Title:

Framework Agreement for Content Production

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/09/2020

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: ZN SRL

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Framework Agreement for Digital Distribution of Content

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/10/2020

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: MMGY Global LLC

Town: Kansas City

NUTS code: US United States

Country: United States

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 995 000,00 EUR

Total value of the contract/lot: 995 000,00 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

16/10/2020