

Belgium-Brussels: Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns — PO/2018-06/A2

OJ S 237/2018 08/12/2018

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General Communication, Unit A2 — Corporate Services

Postal address: Rue de la Loi 56

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1049

Country: Belgium

Contact person: Mr. Ioan Vascan

E-mail: COMM-A2-TENDERS@ec.europa.eu

Internet address(es):

Main address: http://ec.europa.eu/dgs/communication/index_en.htm

Address of the buyer profile: http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index_en.htm

I.1. Name and addresses

Official name: European Parliament (EP)

Postal address: 60 rue Wiertz

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1047

Country: Belgium

E-mail: COMM-A2-TENDERS@ec.europa.eu

Internet address(es):

Main address: <http://www.europarl.europa.eu/>

I.1. Name and addresses

Official name: European External Action Service (EEAS)

Postal address: 9A Rond Pont Schuman

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1046

Country: Belgium

E-mail: COMM-A2-TENDERS@ec.europa.eu

Internet address(es):

Main address: <http://www.eeas.europa.eu>

I.1. Name and addresses

Official name: European Committee of the Regions (CoR)

Postal address: Rue Belliard 99-101
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1000
Country: Belgium
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://www.cor.europa.eu>

I.1. Name and addresses

Official name: European Central Bank (ECB)
Postal address: 20, Sonnemannstrasse
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: D-60314
Country: Germany
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://www.ecb.europa.eu>

I.1. Name and addresses

Official name: Single Resolution Board (SRB)
Postal address: 22, Treurenberg
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1049
Country: Belgium
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://www.srb.europa.eu>

I.1. Name and addresses

Official name: Shift2Rail Joint Undertaking (S2R)
Postal address: 56-60, av de la Toison d'Or
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1060
Country: Belgium
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://shift2rail.org>

I.2. Information about joint procurement

The contract involves joint procurement
In the case of joint procurement involving different countries, state applicable national procurement law:
Belgium
The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns — PO/2018-06/A2
Reference number: PO/2018-06/A2

II.1.2. Main CPV code

79416100 Public relations management services

II.1.3. Type of contract

Services

II.1.4. Short description

The objective of this invitation to tender is to provide the participating EU institutions and bodies with a framework contract for the provision of a range of services for the design, implementation, follow-up and evaluation of information and communication campaigns.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 90 000 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

Main site or place of performance: The place of performance of the tasks shall be the contractor's premises or any other place indicated by the tenderer. Please refer to point 2.1 of the tender specifications.

II.2.4. Description of the procurement

The participating European Union institutions and bodies wish to use specialised agencies in communication and public relations to carry out information and communication campaigns. For the purposes of this call for tenders, an information and communication campaign is defined as a planned sequence of inter-related communication activities sharing a common narrative, targeting the same audience and having a specific timeline and dedicated budget. The objective is to deliver a defined and measurable outcome.

The ordering service could ask the contractor to provide the whole range of steps that make up a campaign: (design, implementation, follow-up, and evaluation) or only a selection thereof. The subject matter of the campaign will cover the European Union policies, programmes and activities under the responsibility of the participating institutions and bodies, with particular emphasis on its political priorities. In what concerns the European Commission, communication will mainly focus on the strategic priorities announced in 2014.

II.2.5. Award criteria

Quality criterion - Name: Quality / 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:
no

II.2.14. Additional information

The multiple framework contract with renewed competition is concluded for a period of 48 months with effect from the date of its entry into force.

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 100-227488](#)

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

Contract No: PO/2018-06/A2

Title:

Kommitment Consortium: Mostra SA and Air Creative Associates SA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/11/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Mostra SA (ICA Mostra) (Leader)

National registration number: 0429.063.662

Postal address: 17, av. Marnix

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Air Creative Associates SA (Partner)

National registration number: 0429.063.662

Postal address: 122 rue des deux gares

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1070

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: 90 000 000,00 EUR

Total value of the contract/lot: 90 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Short description of the part of the contract to be subcontracted:

The proportion of the contract to be subcontracted is more than 25 %: The known subcontractors are: McCann Erickson Advertising Ltd., Prophets NV, Mediabrands Belgium SA (Um-Initiative) Refer Sprl-wide Research, Tipik SA

Section V: Award of contract

Contract No: PO/2018-06/A2

Title:

Consortium Together Marco de Comunicación SL/Cecoforma/GFK Belgium NV/OTS Media SA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/11/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Marco de Comunicación SL (Leader)

National registration number: M651172

Postal address: C/ Caleruega, 81, 4º

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28033

Country: Spain

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Cecoforma (Conception, Studies and Formation Cooperation) (Partner)

National registration number: 134056

Postal address: 14. rue Léon Frédéricq

Town: Liege

NUTS code: BE33 Prov. Liège

Postal code: 4020

Country: Belgium

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: GFK Belgium NV (Partner)

National registration number: 82.408

Postal address: 42, Arnould Nobelstraat

Town: Leuven

NUTS code: BE242 Arr. Leuven

Postal code: 3000

Country: Belgium

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: OTS Media SA

National registration number: M-175025

Postal address: 63, Avenida Concha Espina

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28016

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000 000,00 EUR

Total value of the contract/lot: 90 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Short description of the part of the contract to be subcontracted:

The proportion of the contract to be subcontracted is less than 25 %: The known subcontractors are: Transperfect Translations, S.L., Amaris Consulting & Innovation S.L.U.

Section V: Award of contract

Contract No: PO/2018-06/A2

Title:

Media Consulta International Holding AG

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/11/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

V.2.3. Name and address of the contractor

Official name: Media Consulta International Holding AG

Postal address: Wassergasse, 3

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10179

Country: Germany

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 90 000 000,00 EUR

Total value of the contract/lot: 90 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: PO/2018-06/A2

Title:

Consortium WPP: Scholz&Friends Berlin GmbH/J.Walter Thompson SA/Ogilvy Social Lab SA
/Hill&Knowlton SAS/Mindshare Belgium SA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/11/2018

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5
Number of tenders received from tenderers from other EU Member States: 0
Number of tenders received from tenderers from non-EU Member States: 0
Number of tenders received by electronic means: 0
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Scholz&Friends Berlin GmbH (Leader)
National registration number: HRB 84201 B
Postal address: 1, Litfass-Platz
Town: Berlin
NUTS code: DE300 Berlin
Postal code: 10178
Country: Germany
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: J Walter Thompson SA (Partner)
National registration number: 0403.542.071
Postal address: 8-10 rue Jules Cockx
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1160
Country: Belgium
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Ogilvy Social Lab SA (Partner)
National registration number: BE 0403 525 641
Postal address: 47, Cantersteen
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1000
Country: Belgium
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Hill and Knowlton SAS (Partner)
National registration number: 722 054 160 00063
Postal address: 57, rue de Villiers
Town: Neuilly sur Seine
NUTS code: FR France
Postal code: 92200
Country: France
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Mindshare Belgium SA
National registration number: 0427-832-356
Postal address: 8-10 rue Jules Cockxstraat
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1160
Country: Belgium
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kantar Belgium SA (Partner)
National registration number: 0428.913.808
Postal address: 49-53 rue du Marais
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1000
Country: Belgium
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 90 000 000,00 EUR
Total value of the contract/lot: 90 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted
Short description of the part of the contract to be subcontracted:
The proportion of the contract to be subcontracted is less than 25 %: The known subcontractors are: VO Communication, AFP Services and Scholz&Friends Neumarkt translation GmbH

Section VI: Complementary information

VI.3. Additional information

All documentation of this call for tenders, including any additional information during the procedure was published at the following internet address: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=3598>.

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court
Postal address: rue du Fort Niedergrünwald
Town: Luxembourg
Postal code: 2925
Country: Luxembourg
E-mail: generalcourt.registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

VI.4.2. Body responsible for mediation procedures

Official name: None
Town: None
Country: Belgium

VI.5. Date of dispatch of this notice

28/11/2018