

Germany-Bodenheim: Advertising and marketing services
OJ S 251/2020 24/12/2020
Contract award 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.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 Denmark

Reference number: DWI 2020-42

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 Denmark 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 Denmark and increasing and consolidating sales of German wine products. For these purposes, the service provider must have an excellent network of contacts in Denmark, particularly with regard to the beverage/wine trade, gastronomy and the media.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 690 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DK Danmark

Main site or place of performance: Denmark.

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 Denmark;
- 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 Danish market;
- creation and maintenance of a network of important and relevant contacts and multipliers in Denmark in order to perform these responsibilities;

— Public relations

- continuous monitoring of the Danish 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 Danish 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 Denmark

- development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in Denmark 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.dk. 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 Danish market.

— Media relations/trips to Germany

- invitations to, travel arrangements for and possibly accompanying of information trips for Danish 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

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 Denmark / Weighting: 10
Quality criterion - Name: C 1. Presentation — make-up and structure of content / Weighting: 3
Quality criterion - Name: C 2. Presentation — comprehensibility of the presented contents / Weighting: 3
Quality criterion - Name: C 3. Presentation — overall impression of the presentation / Weighting: 4
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: no

II.2.14. Additional information

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

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 177-426682](#)

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: DWI 2020-42

Title:

Organisation of a Marketing Programme for German Wine in Denmark

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Winelab Agency

Town: Aarhus

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 690 000,00 EUR

Total value of the contract/lot: 690 000,00 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: 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, Villemombler Straße 76, 53123 Bonn.
The language of the review proceeding is German.

VI.5. Date of dispatch of this notice

22/12/2020