

Belgium-Brussels: Interinstitutional Framework Contract for the Provision of Services Linked to Media Strategy, Planning and Buying, Including Associated Services

OJ S 208/2023 27/10/2023

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Parliament

Postal address: Rue Wiertz 60

Town: Brussels

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

Postal code: 1047

Country: Belgium

E-mail: webcomm-finance@europarl.europa.eu**Internet address(es):**Main address: <https://www.europarl.europa.eu/portal/en>**I.1. Name and addresses**

Official name: European Commission

Town: Brussels

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

Country: Belgium

E-mail: webcomm-finance@europarl.europa.eu**Internet address(es):**Main address: <https://ec.europa.eu/>**I.1. Name and addresses**

Official name: Council of the European Union

Town: Brussels

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

Postal code: 1047

Country: Belgium

E-mail: webcomm-finance@europarl.europa.eu**Internet address(es):**Main address: <https://www.consilium.europa.eu/>**I.1. Name and addresses**

Official name: European Economic and Social Committee

Town: Brussels

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

Postal code: 1047

Country: Belgium

E-mail: webcomm-finance@europarl.europa.eu**Internet address(es):**Main address: <https://www.eesc.europa.eu/en>

I.1. Name and addresses

Official name: European Investment Bank

Town: Brussels

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

Postal code: 1047

Country: Belgium

E-mail: webcomm-finance@europarl.europa.eu

Internet address(es):

Main address: <https://www.eib.org/en/index>

I.2. Information about joint procurement

The contract involves joint procurement

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

Interinstitutional Framework Contract for the Provision of Services Linked to Media Strategy, Planning and Buying, Including Associated Services

Reference number: COMM/AWD/2022/54

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the contract is to cover media planning and media buying plus associated services for communication activities undertaken by the European Parliament and other participating European institutions as contracting authorities.

It concerns:

(a) the development of media strategies and associated research and consultancy services;

(b) the development of media plans;

(c) media buying, including price negotiations, media space management, monitoring, evaluation and reporting;

(d) production, adaptation and transfer of communication assets associated to the media buying services.

The underlying communication activities can range from the placing of a single advertisement in one specific media channel to multi-channel, multi-country 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: 132 820 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: AT Österreich
NUTS code: BE Belgique / België
NUTS code: BG България / Bulgaria
NUTS code: CY Κύπρος / Kýpros
NUTS code: CZ Česko
NUTS code: DE Deutschland
NUTS code: DK Danmark
NUTS code: EE Eesti
NUTS code: EL Ελλάδα / Elláda
NUTS code: ES España
NUTS code: FI Suomi / Finland
NUTS code: FR France
NUTS code: HR Hrvatska
NUTS code: HU Magyarország
NUTS code: IE Éire / Ireland
NUTS code: IT Italia
NUTS code: LT Lietuva
NUTS code: LU Luxembourg
NUTS code: LV Latvija
NUTS code: MT Malta
NUTS code: NL Nederland
NUTS code: PL Polska
NUTS code: PT Portugal
NUTS code: RO România
NUTS code: SE Sverige
NUTS code: SI Slovenija
NUTS code: SK Slovensko

II.2.4. Description of the procurement

I. Media strategy and planning

1. Media strategy and planning:

- provide strategic advice on media channel selection and draw up media plans,
- implement the media buying activities and conduct price negotiations;

2. Adaptation of formats to channels services:

- adaptation and transfer of assets,
- adjustments of concept, ad design and copy,
- design web elements;

3. Testing of assets:

- testing of the advertising assets;

4. Monitoring, optimisation and reporting:

- provide ongoing monitoring and optimisation of media buying services as well as various types of performance reporting;

5. Consultancy services:

- provide specific consulting on media strategy, planning, media buying and all related services (advertising and media channels by and large).

II. Media buying and space management:

- execute the media plans to purchase media space across an agreed range of markets, channels and platforms;
- manage all stages of the implementation of the media buying process;
- handle the relationship with the advertising departments of print, audio-visual and digital media and, in case of cinema advertising, with the film distributors or cinemas concerned, and with the social media advertising platforms;
- deliver the communication assets to the selected media channels;
- propose and set up a monitoring and reporting strategy;
- make recommendations for the optimising, fine-tuning and adjusting of the communication activity;
- provide with a number of ready-purchased reserve budgets for media space in case of 'self-service' mechanism;
- or act as simple intermediary between the contracting authorities and the media vendors for buying media space.

II.2.5. Award criteria

Quality criterion - Name: Case studies / Weighting: 30

Quality criterion - Name: Organisation of work and project management / Weighting: 24

Quality criterion - Name: Familiarity with European institutions / Weighting: 6

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

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: [2022/S 210-599688](#)

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

Contract No: COMM/DG/FWC/2023/30

Title:

Media Strategy, Planning and Buying, Including Associated Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/09/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Havas Media France

Town: Puteaux

NUTS code: FR France

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 132 820 000,00 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 Parliament, Directorate-General for Communication (COMM)

Town: Brussels

Country: Belgium

VI.4.2. Body responsible for mediation procedures

Official name: European Ombudsman

Town: Strasbourg

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: European Parliament, Directorate-General for Communication (COMM)

Town: Brussels
Country: Belgium

VI.5. Date of dispatch of this notice
20/10/2023