

Belgium-Brussels: Marketing services

OJ S 252/2021 28/12/2021

Contract 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.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etc-corporate.org/proposal/global-digital-content-distribution/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etc-corporate.org/requests-for-proposals/submission-form/>

Tenders or requests to participate must be submitted to the abovementioned address

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

Global digital content distribution services (framework agreement)

Reference number: JPP3 - 2 - content distribution

II.1.2. Main CPV code

79342000 Marketing services

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 global digital content distribution services for the promotional activities of ETC. Under this framework agreement, ETC intends to develop and execute a global destination communication and promotional campaign. This project is implemented by ETC in cooperation with its member National Tourism Organisations.

II.1.5. Estimated total value

Value excluding VAT: 10 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

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

- Digital strategy for content distribution

The contractor is required to conceive, develop, and implement (management, execution, optimization and reporting) an always-on digital strategy for content distribution to niche global communities of travellers as part of a ETC's global communication and promotional campaign. Always-on is defined as an ongoing approach that aims to create remarkable brand experiences at scale through systematic optimisation, wherever opportunities might occur along the different stages of the target audience's travel cycle.

The digital strategy must aim at reaching a qualitative niche target audience and develop an online community, engage with it and generate viral activity. The challenge is to deliver the right content to the right person on the right place and at the right time in order to create a remarkable and engaging brand experience.

The contractor shall create a media plan outlining how content will be distributed on third parties' digital channels as well as on ETC's global consumer digital channels⁸. The contractor will research, identify, negotiate, and acquire advertising space (media buy or sponsored content) on behalf of ETC in digital media outlets or any other relevant digital platforms and third parties' channels which are relevant to reach and engage the niche target audience. The contractor will manage all technical aspects related to digital content distribution tactics such as programmatic display advertisement, retargeting, video campaigns, social media ads and SEM campaigns inter alia.

- Co-operative marketing programmes

The contractor is required to conceive, develop and implement (management, execution, optimization and reporting) co-operative programmes for digital content distribution via customized media plans for third parties (partners) who wish to buy into ETC's global communication and promotional campaign.

ETC will offer participation in these co-operative programmes to partners (such as Destination Marketing Organisations, airlines, hotel chains, online travel agencies, and other travel brands) who wish to buy into ETC's global communication and promotional campaigns. Such co-operative programmes shall be based on economies of scale that generate quantitative and qualitative value to partners and overall contribute to leverage reach, engagement and impact of ETC's global communication and promotional campaign. The contractor is expected to provide support to ETC in the acquisition of partners.

- Content editing and advertising units

Comprehensive content development services are not part of the list of minimum requirements. ETC and its partners shall provide the contractor with the necessary content for the execution of the project following the respective technical specifications provided by the contractor.

Nevertheless, the contractor must be able to perform minor edits to the content provided by ETC and its partners in order to adapt it to the formats required for use in different digital channels. Such edits as well as design and build of digital advertising units for the implementation of the digital strategy as conceived by the contractor are the responsibility of the contractor and are to be read as included in the scope of the services to be provided.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 10 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The implementation period of the framework agreement is expected to start in February 2022 for a duration of three (3) years. The duration of the framework agreement may be extended for a further period to be determined upon mutual agreement between ETC and the contractor.

II.2.10. Information about variants

Variants will be accepted: no

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 SI2.861424 grant number 320/G/GRO/SME/21/12100.

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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
Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 28/01/2022 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 30/01/2022 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

23/12/2021