

Germany-Bodenheim: Advertising and marketing services

OJ S 241/2022 14/12/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut GmbH

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: marc.binz@deutscheweine.de**Internet address(es):**Main address: <https://www.deutscheweine.de/>**I.1. Name and addresses**

Official name: Conseil interprofessionnel du vin de bordeaux

Postal address: 1, Cours du XXX juillet

Town: Bordeaux Cedex

NUTS code: FR France

Postal code: 33075

Country: France

Contact person: frederique.amrouni@vins-bordeaux.fr

E-mail: frederique.amrouni@vins-bordeaux.fr**Internet address(es):**Main address: <https://www.bordeaux.com>**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:

German procurement law is applicable

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtv.de/Satellite/notice/CXP4YWS6672/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4YWS6672>**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

BORDEUS

Reference number: DWI 2022-34

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

In 2019, the Conseil Interprofessionnel du Vin de Bordeaux ("CIVB") and the Deutsches Weininstitut ("DWI") launched a joint promotion program in the U.S.A. to increase consumption and build awareness of the merits of their Wines (i.e. image attributes) among members of the trade, the media and consumers in six target U.S. states (California, Oregon, Nevada, Florida, South Carolina, Georgia). This program is scheduled to end on December 31, 2022 ("BORDEUS-1 program").

The present call for tenders ("the BORDEUS-2 Program") seeks to build on the BORDEUS-1 program's achievements, namely, to continue building awareness and improving perception (awareness of the merits) in order to increase consumption of the Wines among target U.S. consumers.

The BORDEUS-2 Program aims to identify providers of the following services in the United States of America:

- Lot 1 - Digital Marketing and Advertising
- Lot 2 - Tasting Events
- Lot 3 - Restaurant Weeks
- Lot 4 -Point-of-sale ("POS") Promotions

The Services within the BORDEUS-2 program will be rendered within the framework of a three-year joint promotion program in support of wines with a designation of origin from the vineyards of Germany and Bordeaux.

II.1.5. Estimated total value

Value excluding VAT: 7 325 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Digital Marketing & Advertising

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVES:

Digital Marketing: Engage with Target Consumers to increase awareness of the wines origin and merits with a designation of origin from the vineyards of Germany and Bordeaux (collectively referred to as the "Wines")

Advertising: Increase awareness of the Wines" origin and merits and of the Program"s activities among Target Consumers

ACTIVITY DESCRIPTION:

Digital Marketing

- Website: Slight design update of the Clink Different website as per the new Clink Different campaign visuals, one-time content updates (sections dedicated to PDO production standards and to sustainability practices, to food pairings), as well as regular content updates (articles, events calendar and map), SEO and maintenance.
- Social Media Activation: Social media editorial line, post production and management of the Clink Different Facebook and Instagram accounts, reposting of vineyard posts
- Social Influencer Collaborations: Thematic collaborations (Summer & Fall) and collaborations to promote Events (Lot 2) and Restaurant Tastings (Lot 3)
- Social influencer trips to the Partner regions: Organizing 3 social influencer trips per year (about 3 persons/trip) in the first and second years of the Program (Y1 and Y2) to give them a chance to discover the wine producing regions of Germany and Bordeaux, to better understand to what they owe their quality, and therefore produce more engaging content within the framework of collaborations to support Events (Lot 2).

Advertising

- Social media: Ad boosting of social media posts
- Online advertising campaigns (social media and online media partnerships with sites such as Eater or Time Out, for example) in support of Events (Lot 2), Restaurant Tastings (Lot 3) and POS Promotions/Tastings (Lot 4).
- Outdoor display campaigns in support of Restaurant Tastings (Lot 3), to drive traffic to the participating restaurants.
- Production of advertising assets (online, outdoor, etc.), such as banners, snack videos, billboard posters

DETAILS:

- Website: design upgrade, annual editorial calendar, content updates, SEO and maintenance
 - Social media activation: annual editorial calendar, production and distribution of posts
 - Content creation for on-going website and social media activation and tactical digital campaigns
 - Social influencer collaborations: Recruitment, content development, implementation
 - Social Influencer trips (Y1 and Y2): organization (recruitment, coordination), cost of transportation to and from the Partner regions
- Travel and expenses (accommodations, local transport, restaurants, guide, and other miscellaneous costs incurred during influencer trips, for instance) are covered by a separate budget and need not be taken into account in the proposed Digital and Advertising plan.
- Advertising campaigns: 3-year media strategy, media plans, media buying
 - Advertising assets: Conception, production and delivery

- Submitting final activity reports (one for Digital activation, another for advertising), including key output and performance indicators, key learnings and recommendations for the following year.
- Participation in bi-annual team meetings.

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: 2 425 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

The service starts on the date of signing the Agreement and runs for an initial term until the end of 31. December 2023. The term of the Agreement automatically extends by a 12 months period unless it is terminated by the Client by written notice to the Service Provider not less than 6 weeks to the end of each Year. In any event, the Term of the Agreement terminates at the end of the Year 2025.

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: EU Proposal number: 101095534 EU Proposal acronym: BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

Tasting Events

Lot No: 2

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Engage with Target Consumers to generate awareness of the Wines" origins.

Generate product trial among Target Consumers to generate consideration and conversion to purchase.

Increase consideration and conversion among Target Consumers with engaging content.

ACTIVITY DESCRIPTION:

Organization of a Clink Different booth during key wine or wine and food festivals held in the Target States, where consumers will be able to taste the Wines poured by trained personnel who will deliver the Program's key messages (along with communication material and activities offered at the booth). The Program includes at least 3 festivals in the first year (Y1) and at least 6 festivals in each of Y2 and Y3. Overall, the average duration of festivals should be about 3 days/festival.

Production of promotional material (goodies) for festival consumer contacts.

DETAILS:

- Sponsorship of consumer festivals
- Booth design, booth production, equipment
- Serving staff, photographer
- Wines
- Logistics
- Promotional material (goodies): Conception, production and delivery
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings.

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

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

The service starts on the date of signing the Agreement and runs for an initial term until the end of 31. December 2023. The term of the Agreement automatically extends by a 12 months period unless it is terminated by the Client by written notice to the Service Provider not less than 6 weeks to the end of each Year. In any event, the Term of the Agreement terminates at the end of the Year 2025.

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: EU Proposal number: 101095534 EU Proposal acronym: BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

Restaurant Weeks

Lot No: 3

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Engage with Target Consumers to generate awareness of the Wines" origins

Generate product trial among Target Consumers to generate consideration and conversion to purchase

ACTIVITY DESCRIPTION:

Organisation of tastings in trendy restaurants and wine bars in 3 cities (1 per Target State), ideally at least 1 week of tastings per city per year. This includes the production of tasting kits provided to each participating restaurant, if deemed relevant.

DETAILS:

- Organization, including identification of restaurants to target, negotiating partnerships with restaurants, sending restaurant kits, supervising implementation in each restaurant, logistics
- Production and delivery of tasting kits, if deemed relevant (ex: mixologist kit, ice buckets, bottle glorifiers, aprons, corkscrews)
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings

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: 1 200 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

The service starts on the date of signing the Agreement and runs for an initial term until the end of 31. December 2023. The term of the Agreement automatically extends by a 12 months period unless it is terminated by the Client by written notice to the Service Provider not less than 6 weeks to the end of each Year. In any event, the Term of the Agreement terminates at the end of the Year 2025.

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: EU Proposal number: 101095534 EU Proposal acronym:
BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

II.2. Description

II.2.1. Title

POS Promotions

Lot No: 4

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: US United States

Main site or place of performance: The targeted States are Florida, Texas and California.

II.2.4. Description of the procurement

OBJECTIVE:

Generate product trial among Target Consumers to generate conversion to purchase

Engage with Target Consumers to generate awareness of the Wines" origins

ACTIVITY DESCRIPTION:

Two waves of tasting days per year (one in the Spring, another in the Fall), in 100 liquor stores and wine shops per Target State, for a total of about 5 tasting days per store, to increase consideration and purchase among the Program"s Target Consumers.

DETAILS:

- Organization: Negotiating with stores, preparing the tasting schedules, training/coordinating with serving staff, delivering POS material, reporting
- Expenses: travel to stores for negotiations, monitoring and reporting; tasting supplies, including COVID sanitary equipment, if and when necessary
- Logistics: storing and shipping POS to all stores
- Submitting an annual activity report, including key output and performance indicators, key learnings and recommendations for the following year.
- Participating in bi-annual team meetings

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: 2 000 000,00 EUR

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

Duration in months: 10

This contract is subject to renewal: yes

Description of renewals:

The service starts on the date of signing the Agreement and runs for an initial term until the end of 31. December 2023. The term of the Agreement automatically extends by a 12 months period unless it is terminated by the Client by written notice to the Service Provider not less

than 6 weeks to the end of each Year. In any event, the Term of the Agreement terminates at the end of the Year 2025.

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: EU Proposal number: 101095534 EU Proposal acronym:
BORDEUS-2 AGRIP-MULTI-2022

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

1. Cover letter (see Schedule 1 of the Tender documents)
 - Specifying the lot(s) in respect of which the tender is being submitted.
 - Dated and signed by the tenderer's duly authorized representative
 - the tenderer and the individual making the statement have to be named.
2. Identification form (see Schedule 2 of the Tender documents)
 - Accompanied by proof of corporate registration.
 - All tenderers must provide documentary proof of corporate registration, according to the regulations in force in their country of residence.
3. Self-declaration on exclusion grounds in accordance with §§ 123, 124 GWB (see Schedule 3 of the Tender documents)

The self-declaration in accordance with §§ 123, 124 GWB must be submitted and signed by every member involved in the case of a bidding consortium and/or subcontractors. The tenderer and the name of the individual making the self-declaration must be given.
4. Self-declaration of compliance with Russia sanctions (Schedule 7)

The tenderer must declare that there is no connection to Russia as referred to in Article 5 k) (1) of Council Regulation (EU) No. 833/2014, as amended by Article 1 (23) of Council Regulation (EU) 2022/576 of 8 April 2022 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine

III.1.2. Economic and financial standing

List and brief description of selection criteria:

1. The tenderer must state its net turnover in the last three years 2019, 2020 and 2021.
 2. The tenderer must declare that he has taken out liability insurance with at least the following insured sums: 3,000,000 EUR for personal injury and property damage and 1,000,000 EUR for financial losses.
 3. Description of the tenderer's organizational structure.
 4. Candidate's principal fields of activity.
- Minimum level(s) of standards possibly required:

Regarding No. 1:

Lot 1: Expected turnover on average over the last 3 years: 1 333 000 EUR (net)

Lot 2: Expected turnover on average over the last 3 years: 1 023 000 EUR (net)

Lot 3: Expected turnover on average over the last 3 years: 666 000 EUR (net)

Lot 4: Expected turnover on average over the last 3 years: 1 050 000 EUR (net)

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1. Experience in providing the services in the market for the respective lot(s) implemented in the last five (5) years, calculated from the date of publication of this notice.

More specifically:

Lot 1 Digital Marketing & Advertising:

- Describe your most relevant experience in providing social media activation and social influencer collaboration services in the U.S.A. by using Schedule 4.
- Describe your most relevant experience in providing media planning and buying services in the U.S.A. by using Schedule 4.
- Describe your most relevant experience relating to projects/services rendered in the U.S. for wine regions and/or wine brands or otherwise relevant products for which the candidate has worked, by using Schedule 4.

Lot 2 Tasting events:

- Describe your most relevant experience in providing experiential consumer event services, by using Schedule 4.
- Describe your most relevant experience relating to projects/services rendered in the U.S. for wine regions and/or wine brands or otherwise relevant products for which the candidate has worked, by using Schedule 4.

Lot 3 Restaurant Weeks:

- Describe your most relevant experience in providing on-trade activation services (such as tastings in restaurants or wine bars), by using Schedule 4.
- Describe your most relevant experience relating to projects/services rendered in the U.S. for wine regions and/or wine brands or otherwise relevant products for which the candidate has worked, by using Schedule 4.

Lot 4 POS Promotions:

- Describe your most relevant experience in providing in-store promotion services, in particular in-store tastings and display, by using Schedule 4.
- Describe your most relevant experience relating to projects/services rendered in the U.S. for wine regions and/or wine brands or otherwise relevant products for which the candidate has worked, by using Schedule 4.

2. Description of relevant social benefits in addition to the services delivered.

3. Experience in the legislative and/or regulatory framework applicable to alcohol-related communication and/or activities.

Minimum level(s) of standards possibly required:

Regarding No. 1: Per lot, at least three reference projects must be presented with focus on the most relevant projects.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

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: 06/02/2023 Local time: 16:00

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

Tender must be valid until: 30/04/2023

IV.2.7. Conditions for opening of tenders

Date: 06/02/2023 Local time: 16:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

If questions should arise from the procurement documents or in connection with the preparation of the tender, the clarification of which appears essential from the point of view of the tenderer, these questions are to be sent exclusively via the e-tendering platform provided by DTVP Deutsches Vergabeportal GmbH and cosinex GmbH (www.dtvp.de/en).

As a general rule, questions by tenderers will only be answered if sent by 13.01.23. Whether questions received later will be answered shall be up to the discretion of the awarding entity.

Bekanntmachungs-ID: CXP4YWS6672

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Based on §§ 160 seqq. GWB, a review procedure for the review of claimed breaches of contract awarding provisions may be requested at the Award Chamber (public procurement tribunal) of the federal government.

An application for review is inadmissible if the tenderer already became aware of the violation during the procurement procedure and did not object to the contracting entity immediately, i.e. without undue delay. Any errors apparent in the official announcement must be challenged accordingly by the end of the period for submitting tenders that is specified therein. The contracting entity must be notified of any violations of the provisions governing the award of public contracts which become evident from the award documents before expiry of the period specified in the notice for the submission of a tender.

An application for review is also inadmissible if more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to remedy the complaint.

VI.5. Date of dispatch of this notice

09/12/2022