

Germany-Bodenheim: Advertising and marketing services
OJ S 248/2022 23/12/2022
Contract award 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: vergabe@deutscheweine.de

Telephone: +49 613593230

Internet address(es):

Main address: <https://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 the Netherlands

Reference number: DWI 2022-05

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are focused on the most important consumer markets in Europe and overseas. In order to gain a market presence of German wines in the Netherlands for the years 2023-2028, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 990 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

1. Basic Services (General Basic Services and Internet/Social Media Basic Services)

a) Service Conditions

- The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of offices fully equipped with all the common means and channels of modern communication. These include IT equipment, e-mail, internet, telephones, etc. The normal business and availability hours shall be made public and adhered to by the Service Provider.

b) General Information Service and Correspondence

- Particularly regarding exporters, agents, supermarkets, specialist retailers, catering trade, media and consumers.

- Consulting service for German wine and sparkling wine producers for entering or already working on the Dutch market.

- Creation and maintenance of a network of important and relevant contacts and multipliers in the Netherlands in order to perform these responsibilities.

c) Public Relations

- Continuous monitoring of the Dutch media landscape

- Expert point of contact for media representatives

- Regular 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

d) 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 Dutch wine dealers, agents, 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

e) Statistics/Market Research/Marketing Strategy for the Netherlands

- Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in the Netherlands 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.)

- Quarterly report on activities" progress and media evaluation.

f) Other Services

- Cellarage of wines

- Storage of POS material and banners

- Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

g) Website maintenance

- The existing website available under www.duitsewijn.nl shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the Netherlands.

- All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. It will be mandatory for the bidder to work within the CMS of the DWI.

- The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.

h) 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.

- Existing social media accounts are: Facebook, Instagram, Linked-In.

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 Dutch market.

a) Media and Trade Trips to Germany

b) Special Press Conferences in Relation to Current Events

c) 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.

d) Events/Fairs/Presentations

II.2.5. Award criteria

Quality criterion - Name: B 1 Table presentation / Weighting: 10%

Quality criterion - Name: B 2 Conceptual idea 1 / Weighting: 14%

Quality criterion - Name: B 3. Conceptual idea 2 / Weighting: 14%

Quality criterion - Name: B 4. Marketing strategy (incl. social media) for the Netherlands / Weighting: 10%

Quality criterion - Name: C 1. Make-up and structure of content / Weighting: 5%

Quality criterion - Name: C 2. Comprehensibility of the presented contents / Weighting: 5%

Quality criterion - Name: C 3, Overall impression of the presentation / Weighting: 7%

Price - Weighting: 35%

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: [2022/S 181-512601](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

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

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: Primal bv
Postal address: Rundvoortstraat 34
Town: Oelegem
NUTS code: BE Belgique / België
Postal code: 2520
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: 990 000,00 EUR
Total value of the contract/lot: 942 600,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4YWS6CHT

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

20/12/2022