Germany-Frankfurt am Main: Provision of Services and Works in the Area of Communication (PRO-003000) Lot 1 2021/S 091-234556

Contract award notice

Results of the procurement procedure

Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses
Official name: European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60314
Country: Germany
Contact person: Central Procurement Office
E-mail: procurement@ecb.europa.eu
Telephone: +49 69/13440
Fax: +49 69/13447110
Internet address(es):
Main address: http://www.ecb.europa.eu

I.4) Type of the contracting authority
European institution/agency or international organisation

I.5) Main activity
Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:
Provision of Services and Works in the Area of Communication (PRO-003000) Lot 1
Reference number: PRO-003000

II.1.2) Main CPV code
79416200 Public relations consultancy services

II.1.3) Type of contract
Services

II.1.4) Short description:
The Directorate General Communications (DG-C) at the ECB awarded framework agreements to specialised communications suppliers under the following lot:
Lot 1: Visual communications consultancy services and works for the provision of general advertising and creative services in order to analyse, utilise and develop products and services that would cover holistically both
internal as well as external visual communication needs of the ECB. The ECB awarded 3 framework contracts, under which orders will be placed based on a ranking system.

II.1.6) Information about lots
This contract is divided into lots: yes

II.1.7) Total value of the procurement (excluding VAT)
Value excluding VAT: 4200000.00 EUR

II.2) Description

II.2.1) Title:
Visual Communication Services and Works
Lot No: 1

II.2.2) Additional CPV code(s)
79416200 Public relations consultancy services

II.2.3) Place of performance
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Main site or place of performance:
The provision of the consultancy services may be provided mainly at the premises of the contractor.

II.2.4) Description of the procurement:
Lot 1: Visual communications consultancy services and works for the provision of general advertising and creative services in order to analyse, utilise and develop products and services that would cover holistically both internal as well as external visual communication needs of the ECB. The ECB awarded 3 framework contracts, under which orders will be placed based on a ranking system.

II.2.5) Award criteria
Quality criterion - Name: Quality of technical offer / Weighting: 50
Price - Weighting: 50

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: 2019/S 095-228492

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: Rank 1
Lot No: 1
Title: Lot 1: Rank 1
A contract/lot is awarded: yes

V.2) Award of contract
V.2.1) Date of conclusion of the contract: 08/04/2021
V.2.2) Information about tenders
Number of tenders received: 6
The contract has been awarded to a group of economic operators: no
V.2.3) Name and address of the contractor
Official name: Pomilio Blumm srl
Town: Pescara
NUTS code: ITF13 Pescara
Country: Italy
The contractor is an SME: yes
V.2.4) Information on value of the contract/lot (excluding VAT)
Total value of the contract/lot: 4 200 000.00 EUR
V.2.5) Information about subcontracting

Section V: Award of contract

Contract No: Rank 2
Lot No: Lot 1
Title: Lot 1: Rank 2
A contract/lot is awarded: yes

V.2) Award of contract
V.2.1) Date of conclusion of the contract: 14/04/2021
V.2.2) Information about tenders
Number of tenders received: 6
The contract has been awarded to a group of economic operators: no
V.2.3) Name and address of the contractor
Official name: Scholz and Friends Berlin GmbH
Town: Berlin
NUTS code: DE300 Berlin
Country: Germany
The contractor is an SME: yes
V.2.4) Information on value of the contract/lot (excluding VAT)
Total value of the contract/lot: 4 200 000.00 EUR
V.2.5) Information about subcontracting
Section V: Award of contract

Contract No: Rank 3
Lot No: Lot 1
Title:
Lot 1: Rank 3
A contract/lot is awarded: yes

V.2) Award of contract
V.2.1) Date of conclusion of the contract:
12/04/2021
V.2.2) Information about tenders
Number of tenders received: 6
The contract has been awarded to a group of economic operators: no
V.2.3) Name and address of the contractor
Official name: C3 Creative Code and Content GmbH
Town: Berlin
NUTS code: DE300 Berlin
Country: Germany
The contractor is an SME: no
V.2.4) Information on value of the contract/lot (excluding VAT)
Total value of the contract/lot: 4 200 000.00 EUR
V.2.5) Information about subcontracting

Section VI: Complementary information

VI.3) Additional information:
— The total value of the contract(s) indicated in Section(s) II.1.7) and V.2.4) is an indicative non-binding spending estimate for the lot at the time of contract award. The actual value of the contracts may differ and will be determined by actual business needs;
— The estimated value indicated per contract for multi-supplier framework agreements in each case represents the total value of the overall lot as the value of orders awarded per contractor may not be determined upfront.

VI.4) Procedures for review
VI.4.1) Review body
Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt-am-Main
Postal code: 60314
Country: Germany
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: http://www.ecb.europa.eu

VI.4.2) Body responsible for mediation procedures
Official name: The European Ombudsman
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg Cedex
Postal code: 67001
Country: France
VI.4.3) **Review procedure**
Precise information on deadline(s) for review procedures:
15 days from the receipt of the information specified in Article 34(3) of ECB Decision 2016/2 laying down the Rules on Procurement or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

VI.4.4) **Service from which information about the review procedure may be obtained**
Official name: Central Procurement Office of the European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt-am-Main
Postal code: 60314
Country: Germany
E-mail: procurement@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913447110
Internet address: [http://www.ecb.europa.eu](http://www.ecb.europa.eu)

VI.5) **Date of dispatch of this notice:**
04/05/2021