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**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: 4 200 000.00 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>

VI.5) **Date of dispatch of this notice:**

04/05/2021