

12/02/1999 S30

European Central Bank

ECB - advertising services (D-Frankfurt-on-Main)**(1999/S 30-18207/EN)****Restricted tender for the contract to prepare and execute a European-wide publicity campaign concerning the introduction of the new euro banknotes****Restricted tender process (services)**

1. **Awarding authority:** European Central Bank, Kaiserstraße 29, D-60311 Frankfurt am Main. Facsimile (49 69) 13 44-60 00 (Jean-Michel Dinand).

2. **Description of the fields covered:** CPV 74400000. Designing a campaign to publicize the euro banknotes. This shall include co-ordinating the production and effecting the implementation of the agreed campaign foreseen for the years 2000, 2001 and 2002 in all countries in the euro area (i.e. those that have adopted the euro, currently 11), and in associated countries. The target is that the official banknotes shall be recognized by the citizens of all euro-area countries and those outside the euro area who handle the new banknotes on a professional or regular basis.

3. **Place where services are to be provided:** As a minimum, all 11 EU Member States of the euro area.

6. **Number of bidders that will be invited to tender:** A shortlist of up to 10 agencies will be sent a brief and will be invited to make a presentation detailing with supporting evidence how they could successfully manage the required campaign.

3 bidders offering the most appropriate experience, relevant resources and overall best value will be invited to design a full campaign concept and present it to the ECB. Upon presenting their campaign proposal, an amount of 20 000 EUR will be paid to each of these 3 bidders. From these, 1 will be awarded the contract.

8. **Duration of contract or time limit for completion of the service:** The contract will run from the date of appointment of the provider until the end of the campaign as foreseen in 2002.

9. **Legal form in case of group bidders:** No special legal form is required. In any consortium bid, 1 bidder must act as prime agency. Other members of the consortium may be required to become jointly and severally liable.

10. a) Not applicable.

b) **Deadline for receipt of applications:** 15. 3. 1999 (12.00).

c) **Address to which applications should be sent:** As in 1. The envelope should be marked 'Restricted tender for banknote PR campaign, ref. PT 8 Proc. Com.'

d) **Language(s):** All applications, proposals and presentations must be submitted/conducted in English.

11., 12.

13. **Qualifications:** Bidders are expected to be substantial advertising practitioners or public-relations agencies with European or worldwide organizations experienced in, and taking responsibility for, executing campaigns simultaneously in several countries. Potential providers are asked to submit the following information:

(a) name, legal status, VAT number, address, telephone and facsimile numbers, as well as the name of the person responsible for the application;

(b) full details of company organization structure, including full details for company-owned offices, partners or associate organizations in all EU member countries. Indicate the numbers of staff, fee and commission income, to clearly demonstrate a sufficient resource network to implement this campaign;

(c) proof of experience and competence in executing multi-country PR campaigns giving 3 appropriate examples and the names of 3 referees. Details of any previous banknote campaigns;

(d) details of the internal systems employed to ensure confidentiality of sensitive information, particularly during production prior to launch/release;

- (e) copies of annual reports and accounts for the past 3 years, making clear what is fee and commission income and what is billing, and/or such other information to prove financial stability;
 - (f) any other pertinent information.
14. **Award criteria:** Best-value proposal in terms of quality of design, awareness, creativity, coverage, security and management controls, and fee structures as judged by the ECB.
15. **Other information:**
16. **Date of dispatch of the notice:** 5. 2. 1999.
17. **Date of receipt by the Office for Official Publications of the European Communities:** 5. 2. 1999.