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**Malta-Marsa: Provision of Social Media Outreach Services for EASO
2021/S 040-096590**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1) Name and addresses

Official name: EASO — European Asylum Support Office

Town: Marsa

NUTS code: MT001 Malta

Postal code: 1917

Country: Malta

E-mail: contracts@easo.europa.eu

Internet address(es):

Main address: <https://www.easo.europa.eu>

Address of the buyer profile: <https://www.easo.europa.eu/about-us/procurement>

I.4) Type of the contracting authority

European institution/agency or international organisation

I.5) Main activity

Other activity: Asylum

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Provision of Social Media Outreach Services for EASO

Reference number: EASO/2020/800

II.1.2) Main CPV code

79410000 Business and management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description:

Provision of social media outreach services for its Communications and Public Relations Unit (hereinafter 'CPRU'). The envisaged services shall include several communication activities related to planning, implementation and management of paid social media campaigns, aimed at reinforcing the visibility of EASO. A consultancy service on these matters can also be required.

II.1.6) Information about lots

This contract is divided into lots: no

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: 340 000.00 EUR

II.2) **Description**

II.2.2) **Additional CPV code(s)**

79416100 Public relations management services

79416200 Public relations consultancy services

II.2.3) **Place of performance**

NUTS code: MT MALTA

NUTS code: 00 Not specified

Main site or place of performance:

As online service it can be physically performed in any country. Some meetings will be held in Malta.

II.2.4) **Description of the procurement:**

Task 1: Creation, implementation and monitoring of social media ads/campaigns in various social networks.

Task 2: Consultancy on social media advertising (i.e. with the aim of analysing performance, increasing ads performance, advice on effective keywords, or provision of social media analytics). See tender documentation for better description.

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the proposed organisation and methodology for creating, implementing and monitoring social media adverts / Weighting: 35

Quality criterion - Name: Quality of the proposed methodology on Scenario 1 / Weighting: 35

Quality criterion - Name: Quality of the proposed methodology on Scenario 2 / Weighting: 30

Price - Weighting: 40

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**

Open procedure

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: [2020/S 148-362139](#)

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: EASO/2020/800

Title:

Provision of Social Media Outreach Services for EASO — First Ranked

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

08/02/2021

V.2.2) **Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 7

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 9

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 S.r.l.

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)**

Initial estimated total value of the contract/lot: 340 000.00 EUR

Total value of the contract/lot: 340 000.00 EUR

V.2.5) **Information about subcontracting**

Section V: Award of contract

Contract No: EASO/2020/800

Title:

Provision of Social Media Outreach Services for EASO — Second Ranked

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

08/02/2021

V.2.2) **Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 7

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Intrasoft International S.A.

Town: Luxembourg

NUTS code: LU000 Luxembourg

Country: Luxembourg

The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 340 000.00 EUR

Total value of the contract/lot: 340 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: General Court

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

E-mail: Gc.registry@curia.europa.eu

Telephone: +352 4303-1

Fax: +352 4303-2100

Internet address: <http://curia.europa.eu>

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

19/02/2021