

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:673951-2022:TEXT:EN:HTML>

**Italy-Vicenza: Public relations services
2022/S 234-673951**

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: Consorzio Tutela Formaggio Asiago

Postal address: Via G. Zampieri, 15

Town: Vicenza

NUTS code: ITH32 Vicenza

Postal code: 36100

Country: Italy

Contact person: Luca Cracco

E-mail: l.cracco@formaggioasiago.it

Internet address(es):

Main address: <https://asiagocheese.it/>

I.4) **Type of the contracting authority**

Other type: Consortium

I.5) **Main activity**

Other activity: The protection, promotion, enhancement, consumer information and general care of the interests related to the product Asiago PDO Cheese

Section II: Object

II.1) **Scope of the procurement**

II.1.1) **Title:**

Public Notice of Tenders for the selection, by means of an Open Competitive Procedure, of an "Implementing Body"

II.1.2) **Main CPV code**

79416000 Public relations services

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an "Implementing Body" engaged for the realisation of the Actions (activities/initiatives/costs) directed at the attainment of the objectives that are provided by the Programme that will be submitted to the European Union, according to Regulation (EU) n. 1144/2014, and which shall be carried out, if approved, in the following Third countries: USA,

CANADA, UNITED KINGDOM, using as testimonial product: Asiago PDO Cheese, Speck Alto Adige IGP, Pinot grigio DOC delle Venezie.

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: 3 241 200.00 EUR

II.2) **Description**

II.2.3) **Place of performance**

NUTS code: CA Canada

NUTS code: UK United Kingdom

NUTS code: US United States

Main site or place of performance:

The promotional activities will be carried out in USA, CANADA, UNITED KINGDOM.

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

The activities to be carried out within the project framework include but are not limited to: activities of public relations, information on and promotion of agricultural products of European quality, the organization of events and tastings at points of sale, press campaigns, and the drawing up of informational and promotional materials. For a detailed description and the requirements for participation in the selection see the tender documents under the following link: <https://asiagocheese.it/en/magazine/>.

II.2.5) **Award criteria**

Quality criterion - Name: Overall strategy / Weighting: 0-1

Quality criterion - Name: Design and development of a graphic communication format / Weighting: 0-1

Quality criterion - Name: Methodological approach / Weighting: 0-1

Cost criterion - Name: Financial analysis / Weighting: 0-1

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: yes

Identification of the project:

Regulation (EU) no. 1144/2014

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**

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 204-580310](#)

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

Title:

Public Notice of Tender for the Selection, by Means of an Open Competitive Procedure, of an "Implementing Body"

A contract/lot is awarded: yes

V.2) **Award of contract**

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

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: Universal Marketing Srl

Town: Roma

NUTS code: ITI43 Roma

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: 3 241 200.00 EUR

Total value of the contract/lot: 3 089 170.00 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: Tribunale amministrativo regionale - Veneto

Town: Venezia

Country: Italy

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

30/11/2022