

CONTRACT NOTICE

CALL FOR TENDER GENERAL INFORMATION

Information Notice Title: Communication Services of the initiative Fagem II – AID 11836
Information Notice Reference Number: 9164086

1) Name and address of the Contracting Authority

Official name: Italian Agency for Development Cooperation – Tirana Office
Postal address: Abdi Toptani Street, 5th floor, Torre Drin Building
Town: Tirana
Postal Code: 1000
E-mail: tirana@aics.gov.it
Website: www.aics.gov.it

2) Title

Communication Services of the initiative Fagem II – AID 11836

3) Main CPV¹ code

79341400-0

4) Type of contract

Services

5) Short description of the contract

Scope of the contract is to promote the Italian Agency for Development Cooperation commitment, along with the Albanian Government, in the sustainable development and European integration of Albania. More in detail: scope of the contract is to create, produce and plan an integrated advertising campaign to communicate to the public opinion the overall Italian cooperation commitment in Albania. The integrated advertising campaign has to be composed as follows: web, billboards, print, press office services, event, brochure (70 pages ca). In this perspective, the contractor has to guarantee timeliness in ideation, execution and media-plan phases. As well, communication materials must be delivered with high quality.

The requested services are listed as follows:

¹ The Common Procurement Vocabulary (CPV) is the mandatory reference nomenclature applicable to procurement contracts. The list of CPV codes is available on: <http://simap.ted.europa.eu/en/web/simap/cpv>

- Creative service.
- Pre-production service.
- Production service.
- Post-production service.
- Media plan service.

The assignment is composed of five items as follows:

- 1) Multimedia communication format, copywriting and brand image.
- 2) Executive production and post-production.
- 3) Media planning and buying.
- 4) Media PR and press office.
- 5) Event.

6) Estimated total value

Euro 84.000,00 VAT included

7) Type of Procedure

Restricted

8) Information about lots

This contract is not divided into lots

9) Place of performance

Albania

10) Award Criteria

Best price-quality ratio

11) Time limit for submission of requests to participate

Date: 21/07/2023

Local Time 11.00 a.m.

12) Minimum time frame during which the tenderer must maintain the tender

3 months

13) Expected conditions for opening of tenders

Date: 28/08/2023, 11.00 a.m.

Place: Contracting Authority headquarter (see point 1)