

INFORME DE ADJUDICACIÓN CON CONCURRENCIA DE OFERTAS

Código Propuesta: 2024 00131 y 2024 00095

I. Objeto del gasto y servicio a contratar

Contratación de los servicios de una agencia para el desarrollo de una campaña Eat Spain Drink Spain (ESDS) en Alemania

II. Ofertas

Ofertas solicitadas:

- ORGANIZE
- FFK
- HOPSCOTCH SOPEXA

Ofertas recibidas:

- HOPSCOTCH SOPEXA

Importe máximo de licitación: 70.000,00 EUROS impuestos excluidos

TABLE 1. Evaluation criteria		Evaluation Criteria		Scores (maximum)	Evaluation HOPSCOTCH
I. Financial proposal				30	30
Bid price scoring will be assigned according to the following criteria (only for bids not considered disproportionate or anomalous): - Most economical offer receives maximum score. - Rest of the offers will have the following formula applied: <i>points per offer = (price of the most economical offer / price of each offer) x maximum score (10)</i> . - The Company must present the budget clearly according to table in Annex III.					30
II. Professional team assigned to the project				25	14
Senior Company Manager: Senior Company Manager member exclusively responsible for the planning, organisation, and overall implementation of the programme. This person should have a minimum 5 (five) years of verifiable experience.			12		4
Senior Event Manager: Company member exclusively responsible for the planning and implementation of the organizations and actions described in the Technical Specifications of the briefing. Will be responsible for all reporting and accounting to ensure compliance on a timely basis with ICEX. Must have a minimum of 5 (five) years' experience in organising skills in activities of the scope of this Tender. 0.5 points per additional year, up to a maximum of 2 points.			9		6
Programme Administrative Coordinator: Designated team member, with a minimum of 2 (two) years' experience in in organising experience in organising skills in activities of the scope of this Tender 2 point per additional year 0.5 points per additional year, up to a maximum of 2 points.			4		4
III. Technical Proposal				45	34,75
ICEX will award a maximum of 45 points to the quality of the proposed Technical Proposal : III.1_43 points + III.2_ 2 points - ICEX will assess the quality of the plan being proposed and the degree to which it effectively meets the aims of the Campaign/Activity, awarding points to each of the components within the Technical Proposal, as described below. - Technical Proposals that do not receive at least 30 points for component III.1 will automatically be excluded. - ICEX will assess Technical Proposal responses as follows:					
Non-compliant. The proposal does not meet the basic requirements and/or lacks the basic information or details that would allow it to be appropriately evaluated.		0% of the maximum score			
Partially compliant. The proposal shows that the Company meets some, but not all, of the requirements and/or does not provide sufficient information or detail on how it will do so.		50% of the maximum score			
Fully compliant. The proposal states that the Company can fulfil all the stipulated requirements and provides the necessary information and details on how it will do so.		75% of the maximum score			
Exceeds the requirements. The proposal proves that the Company is able to fulfil all the stipulated requirements, provides detailed information on how it will do so and excels in presenting actions or approaches that add value.		100% of the maximum score			
III.1. Technical Proposal:			43		34,75
ICEX will award a maximum of 60 points to the quality of the proposed Content Plan. ICEX will assess the quality of the plan being proposed and the degree to which it effectively meets the aims of the activity; the quality, viability and reach of the specific initiatives proposed and the means by which it is proposed the objectives set be met. ICEX will award points to each of these elements as follows:					
Overall assessment (alignment with the campaign objectives, etc.) of the activities in the promotional campaign within the maximum budget assigned.					
The technical proposal provided will be assessed as follows:					
1.- Proposal for the organisation of the " ESDS Point Of Sale Promotions " (on and Estrategy of recruitment of venues for the ESDS Pos Program (on and off trade) and proposed ammount of Pos			18		13,5
	6				4,50
					0,00
Database / contacts in Wines and Delikatessen stores.	5				3,75
Database / contacts in Restaurants	5				3,75
Evaluation of the proposal for POS support materials	2				1,50
2.- Proposal for organisation Workshops/ tastings			5		3,75
Strategy for inviting professional target audiences to workshops in order to achieve set	5				3,75
3.- Proposal Communication and PR. Social Media Campaing.			15		13,75
Communication strategy and communication plan to achieve the proposed objectives	10				10
Base de datos de prensa / Social media propios / influencers	5				3,75
4.- Reporting			5		3,75
Evaluation of reporting system with an example	5				3,75
III.2. Technical Proposal: Innovations and improvements			2		0
ICEX will evaluate the innovations or improvements contained in the Technical Proposal					0
ICEX will assess those elements of the proposal that involve notable innovations or improvements in terms of the design and/or execution of the Campaign / Activity (e.g., proposals for novel content, innovative forms of communication and other elements not covered in this brief).					0
TOTAL				100	78,75

III. Empresa seleccionada

Una vez examinadas y evaluadas las propuestas admitidas, se propone la adjudicación a la empresa **HOPSCOTCH SOPEXA** por haber obtenido la mayor puntuación según los criterios de valoración recogidos en el briefing del concurso.

Por ello, se adjudica el contrato a la empresa **HOPSCOTCH SOPEXA** por un importe de **69.940,00 EUR** impuestos incluidos.

En Düsseldorf, en la fecha que figura en firma

El Consejo de Administración,
P.D. Resolución de 30 de septiembre de 2021 (BOE 11.10.2021)

D. Manuel Ledesma Sánchez
Consejero Económico y Comercial de España en Düsseldorf