

Ex Ante Notice (Intention to conclude)

Section I: World Organisation for Animal Health (OIE)

Address: 12, rue de Prony
Town: Paris
Postal code: 75017
Country: France

Contact(s) point: Procurement
E-mail: oe-procurement@oie.int

Internet address(es):

Main address: [Home - OIE - World Organisation for Animal Health](#)
Procurement address: [Procurement - OIE - World Organisation for Animal Health](#)

Main activity

International Organisation

Section II: Object

Scope of the procurement

Title: Communication agency contractual framework

Type of contract: Services

Short description of the procurement:

In order to streamline the Communication activities and build on the experience and knowledge of the Organisation gained by the various service providers, the OIE is seeking to create a pool of communication agencies (with a maximum of 5 service providers per lot) to work with who will be bound to a four-year contract.

The framework agreement will be concluded with a maximum of 5 economic operators per lot and performed in the following way:

- without reopening competition,
- from the pool of service providers using the cascade method.

In an exceptional situation in which OIE funding is attached to service request requirements, the full details associated with the exceptional Service Request will be clearly outlined in the request. This entails the requirement to do a Call-off request to three Service Providers.

Information about lots

This contract is divided into lots: yes, 19.

Lot(s) Designation

1 Infographics	8 Conference or Events Visual Identity
2 Posters	9 Digital Web Design
3 Leaflets	10 Live Video Production
4 Brochure	11 Conceptual Video Production
5 Brochure Editing	12 Field Story Video Production
6 Folder	13 Animation Video Production
7 Goodies	14 Marketing Services



15 Social Media

18 Videography

16 Press Relations

19 Photography

17 Monitoring and Evaluation Services

Total value of the procurement (excluding VAT)

Value excluding VAT: without any minimum, and without maximum

Place of performance: international place (several countries)

Award criteria

1. Ratio for the technical offer: 50%
2. Ratio for the financial offer: 50%

Information about options

Options: no

Information about European Union funds

Projects and/or programmes financed by European Union funds could be carried out during the duration of the contract.

Section III: Procedure

Description: International Call for tender

Type of procedure

A call for tenders procedure has been followed, as the value of the procurement is likely to exceed EUR 100 000.

Administrative information

Section IV: Award of contract

Award of contract:

Date of conclusion of the contract: After 28 April 2022.

Contract period: The Contract is expected to be performed in 4 years, from the date of signature of the contract.

Information about tenders

Number of tenders received: 11

- 1 tender received after the deadline: (disqualified)
- 10 tenders received prior to the deadline: 10 tenders (eligible)

Name and address of the contractor(s)

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

Official name:

Lot(s)	Designation	Tenderer 1	Tenderer 2	Tenderer 3	Tenderer 4	Tenderer 5
1	Infographics	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town:</p> <p>Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla</p> <p>Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris</p> <p>Postal Code: 75013</p> <p>Country: France</p>	<p>Name FRENCH TOUCH</p> <p>Address:</p> <p>Town: Lisbonne</p> <p>Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton</p> <p>Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>	<p>Name PUBLISHING BUREAU</p> <p>Address: c/o Cornerstone Accountants, 90 Mitchell Street</p> <p>Town: Glasgow</p> <p>Postal Code: G1 3NQ</p> <p>Country: United Kingdom</p>
2	Posters	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town:</p> <p>Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla</p> <p>Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris</p> <p>Postal Code: 75013</p> <p>Country: France</p>	<p>Name FRENCH TOUCH</p> <p>Address:</p> <p>Town: Lisbonne</p> <p>Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway</p> <p>Postal Code: NJ 08854</p> <p>Country: USA</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton</p> <p>Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>

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3	Leaflets	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: FRENCH TOUCH</p> <p>Address: Town: Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway Postal Code: NJ 08854</p> <p>Country: USA</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>
4	Brochure	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: FRENCH TOUCH</p> <p>Address: Town: Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway Postal Code: NJ 08854</p> <p>Country: USA</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>

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5	Brochure Editing	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: FRENCH TOUCH</p> <p>Address: Town:Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway Postal Code: NJ 08854</p> <p>Country: USA</p>
6	Folder	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: FRENCH TOUCH</p> <p>Address: Town:Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>	<p>Name: PUBLISHING BUREAU</p> <p>Address: c/ /o Cornerstone Accountants, 90 Mitchell Street</p> <p>Town: Glasgow Postal Code: G1 3NQ</p> <p>Country: United Kingdom</p>
7	Goodies	<p>Name: FRENCH TOUCH</p> <p>Address: Town:Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway Postal Code: NJ 08854</p> <p>Country: USA</p>	<p>Name: PUBLISHING BUREAU</p> <p>Address: c/ /o Cornerstone Accountants, 90 Mitchell Street</p> <p>Town: Glasgow Postal Code: G1 3NQ</p> <p>Country: United Kingdom</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>

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8	Conference or Events Visual Identity	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: FRENCH TOUCH</p> <p>Address:</p> <p>Town:Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: BROADCAST2WORLD INC.</p> <p>Address: 371 Hoes Lane, Suite 200,</p> <p>Town: Piscataway Postal Code: NJ 08854</p> <p>Country: USA</p>	<p>Name: PUBLISHING BUREAU</p> <p>Address: c/ /o Cornerstone Accountants, 90 Mitchell Street</p> <p>Town: Glasgow Postal Code: G1 3NQ</p> <p>Country: United Kingdom</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>
9	Digital Web Design	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>	<p>Name: FRENCH TOUCH</p> <p>Address:</p> <p>Town:Lisbonne Postal Code: 1100</p> <p>Country: Portugal</p>	<p>Name: PUBLISHING BUREAU</p> <p>Address: c/ /o Cornerstone Accountants, 90 Mitchell Street</p> <p>Town: Glasgow Postal Code: G1 3NQ</p> <p>Country: United Kingdom</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>
10	Live Video Production	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>			

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11	Conceptual Video Production	Name: FRENCH TOUCH Address: Town: Lisbonne Postal Code: 1100 Country: Portugal	Name: INTERACTION HEALTHCARE Address: 53B Boulevard des Belges Town: Rouen Postal Code: 76000 Country: France	Name: ANIMAL PENSANT Address: 10, quai d'Austerlitz Bateau Playtime Town: Paris Postal Code: 75013 Country: France	Name : THE BULB Headquarters Address: 3-5 Cannon Lane Town: Postal Code: GX11 1AA Country: Gibraltar Regional Address: Calle Uruguay Town: Bormujos, Sevilla Postal Code: 41930 Country: Spain	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom
12	Field Story Video Production	Name: ANIMAL PENSANT Address: 10, quai d'Austerlitz Bateau Playtime Town: Paris Postal Code: 75013 Country: France	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom	Name : THE BULB Headquarters Address: 3-5 Cannon Lane Town: Postal Code: GX11 1AA Country: Gibraltar Regional Address: Calle Uruguay Town: Bormujos, Sevilla Postal Code: 41930 Country: Spain		
13	Animation Video Production	Name: PUBLISHING BUREAU Address: c/ /o Cornerstone Accountants, 90 Mitchell Street Town: Glasgow Postal Code: G1 3NQ Country: United Kingdom	Name : Ms Morgane BONVIN Town: Paris Postal Code: 75020 Country: France	Name: ANIMAL PENSANT Address: 10, quai d'Austerlitz Bateau Playtime Town: Paris Postal Code: 75013 Country: France	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom	Name: BROADCAST2WORLD INC. Address: 371 Hoes Lane, Suite 200, Town: Piscataway Postal Code: NJ 08854 Country: USA

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14	Marketing Services	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>			
15	Social Media	<p>Name: ANIMAL PENSANT</p> <p>Address: 10, quai d'Austerlitz Bateau Playtime</p> <p>Town: Paris Postal Code: 75013</p> <p>Country: France</p>	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>		
16	Press Relations	<p>Name : THE BULB</p> <p>Headquarters Address: 3-5 Cannon Lane</p> <p>Town: Postal Code: GX11 1AA</p> <p>Country: Gibraltar</p> <p>Regional Address: Calle Uruguay</p> <p>Town: Bormujos, Sevilla Postal Code: 41930</p> <p>Country: Spain</p>	<p>Name: ASHFIELD HEALTH COMPANY</p> <p>Address: Sovereign House Church Street</p> <p>Town: Brighton Postal Code: BN1 1UJ</p> <p>Country: United Kingdom</p>			

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17	Monitoring and Evaluation Services	Name : THE BULB Headquarters Address: 3-5 Cannon Lane Town: Postal Code: GX11 1AA Country: Gibraltar Regional Address: Calle Uruguay Town: Bormujos, Sevilla Postal Code: 41930 Country: Spain	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom			
18	Videography	Name : THE BULB Headquarters Address: 3-5 Cannon Lane Town: Postal Code: GX11 1AA Country: Gibraltar Regional Address: Calle Uruguay Town: Bormujos, Sevilla Postal Code: 41930 Country: Spain	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom	Name: ANIMAL PENSANT Address: 10, quai d'Austerlitz Bateau Playtime Town: Paris Postal Code: 75013 Country: France		
19	Photography	Name: ANIMAL PENSANT Address: 10, quai d'Austerlitz Bateau Playtime Town: Paris Postal Code: 75013 Country: France	Name: ASHFIELD HEALTH COMPANY Address: Sovereign House Church Street Town: Brighton Postal Code: BN1 1UJ Country: United Kingdom	Name : THE BULB Headquarters Address: 3-5 Cannon Lane Town: Postal Code: GX11 1AA Country: Gibraltar Regional Address: Calle Uruguay Town: Bormujos, Sevilla Postal Code: 41930 Country: Spain	Name: RADFORD DAVIS PHOTOGRAPHY Address: 301 Schubert Circle Town: Ames, Iowa Postal Code: 50014 Country: USA	

The contractor is a SME: no

Information on value of the contract (excluding VAT)

Total value of the contract: it is a Framework agreement without no minimum and maximum or order required.

Information about subcontracting

Subcontracting is allowed; in this case, subcontractors must be mentioned in the tender response. Intention to participate and subcontracting must be precisely identified according to the proposed phases of the project. The subcontracting rate must be indicated in the proposition and must not exceed 20% (based on price evaluation).

Section VI: Complementary information

Additional information:

Procedures for the review

Review body:

Official Name: **Permanent Court of Arbitration (PCA)**

Address: Peace Palace, Carnegieplein 2

Town: The Hague

Postal code: 2517 KJ

Country: The Netherlands

Phone: +31 70 302 4165

Internet address: [Home | PCA-CPA](#)

A handwritten signature in black ink, appearing to read 'M Eloit'.

Dr Monique Eloit
Director General