

**F-Paris: Cheese products**  
**OJ S 21/2013 30/01/2013**  
**Contract notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)

Postal address: 42 rue de Châteaudun

Town: Paris

Postal code: 75314 Paris Cedex 09

Country: France

For the attention of: Denise Navarro, Laurent Damiens

E-mail: [dnavarro@cniel.com](mailto:dnavarro@cniel.com)

Telephone: +33 149707100

Fax: +33 142806364

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

**I.2. Type of the contracting authority**

Other

**I.3. Main activity**

Other: he dairy interprofession regrouping milk farmers and the dairy industry

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

A media campaign in favour of the cheeses of France via media buying space on websites and print in the USA.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 27: Other services

Main site or place of performance: USA

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

#### **II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

The selected media buying agency's mission is to buy media space in and for the following :

1. Already produced video spots, to be aired on the most frequented websites by the consumer target . (details in brief).
2. Already produced banners to be aired on the most frequented websites by the trade target.
3. Already produced advertisements for print in upscale culinary and leisure magazines

The candidate will also propose the best consumer and trade websites as well as the best magazines in which the videos and ads should be aired / printed.

#### **II.1.6. CPV code(s)**

15540000 Cheese products

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **II.1.8. Lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

The campaign will begin on 1.3.2013 and will end on 31.12.2013.

The budget is between 700 000 USD and 850 000 USD and includes the following:

1. Rights to the actors/models appearing in the video spots and the printed ads. (this information will be furnished by CNIEL)
2. Buying space costs for the video airings, the banner airings and the printed ads.
3. Agency fees.

Estimated value excluding VAT:

Range: between 700 000 and 850 000 USD

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 9 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Payment to the selected agency will be made by CNIEL upon presentation of bills and invoices on the following terms:

Payment in advance: 30 % after notification of the contract.

Following reception of bills / invoices incurred with the 30 % advance payment and upon receipt of the trimester's assessment, a payment will be made to the selected media buying agency according to the buying space needs and upon reception of bills/invoices being carried out so far.

The balance will be paid when all the services emphasized in the contract have been completed and upon presentation of all bills / invoices.

All bills / invoices will be sent to CNIEL, by post.

Payments by CNIEL is made 30 days from date of reception of each bill.

### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: The candidate must have its office headquarters or a branch or an affiliate within the USA.

## **III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: 1. A declaration concerning the name and capacity of the person authorized to commit the agency and, where appropriate, the mandate entitling him to do so.

2. A certificate of incorporation, if applicable.

3. An affidavit , duly signed and dated by the person mandated by the board of directors to commit the agency , certifying that :

The company is in good standing and has duly paid all federal , state and local taxes.

The company has never filed for bankruptcy or protection from creditors under the bankruptcy laws.

The company has never been barred from any public tendering by any public authority

4. The professional references of the candidate for the past 3 years in the field of communications and promotion campaigns , including but not limited to food products , whether branded or not

5. A portfolio of past similar campaigns led by the candidate or a website address where such campaigns may be available

6. An extract of financial statements (profit and loss) for the last 3 years

7. The federal income tax return ( without annexes ) for the last 3 years

8. A presentation of the project team members and a designated team leader.

Any false statement shall imply rejection of the proposal.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: The candidate will furnish a booklet or brochure presenting the agency and indicating its resources in terms of structure, staff and financial resources.

Minimum level(s) of standards possibly required: The professional references of the candidate for the past three years will be presented with the candidate's full application dossier.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

A candidate's portfolio of similar campaign experiences will be furnished.

#### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

##### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

competitive dialogue

##### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged minimum number 4: and Maximum number 6

Objective criteria for choosing the limited number of candidates: Candidates must have a very solid knowledge of the different websites that are best suited to our targets.

##### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

##### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

##### **IV.3.2. Previous publication concerning this procedure**

no

##### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 26.2.2013 - 12:00

Payable documents: no

##### **IV.3.4. Time limit for receipt of tenders or requests to participate**

13.3.2013 - 12:00

##### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.3.6.**

**Languages in which tenders or requests to participate may be submitted**  
English. French.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

**IV.3.8. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal Administratif de Paris

Postal address: 7, rue de Jouy

Town: Paris

Postal code: 75004

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

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

26.1.2013