

Belgium-Namur: Advertising and marketing services
OJ S 30/2016 12/02/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence wallonne pour la promotion d'une agriculture de qualité (APAQ-W)

Postal address: Avenue Comte de Smet de Nayer 14

Town: Namur

Postal code: 5000

Country: Belgium

Contact person: Anne-Lise Simon

For the attention of: Marc Gielen, directeur général

E-mail: a.l.simon@apaqw.be

Telephone: +32 81331700

Fax: +32 81305437

Internet address(es):

Address of the buyer profile: <http://marchespublics.wallonie.be/fr/recherches-d-avis/avis-d-attribution/index.html>

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

Other: Promotion de l'agriculture

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

II.1. Description

II.1.1. Title

Campagne marketing pain 2016.

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

Services

Service category No 13: Advertising services

NUTS code BE3 Région wallonne

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Marché de service relatif à une campagne de marketing globale pour la promotion générique du pain et des artisans-boulangers comprenant la création, la conception, la mise en œuvre et la gestion de la campagne 2016.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot**II.2.1. Total value of the contract/lot**

Value: 870 000 EUR

Including VAT. VAT rate (%) 21

Section IV: Procedure

IV.1. Type of procedure**IV.1.1. Type of procedure**

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Cohérence et complémentarité des actions. Weighting 80
2. Action(s) dynamique(s). Weighting 60
3. Motivation des actions proposées. Weighting 40
4. Présentation des étapes de la campagne. Weighting 20

IV.2.2. Information about electronic auction**IV.3. Administrative information****IV.3.1. File reference number attributed by the contracting authority**

pain2016

IV.3.2. Previous publication concerning this procedure

Notice on a buyer profile

Contract notice

Notice number in the OJ S: [2015/S 148-273626](#) of 4.8.2015

Section V: Award of contract

Contract No: 1

Lot title: Conception et la réalisation d'une campagne de communication et de marketing pour le secteur pain, les maîtres boulangers-pâtisseries et les dépôts de pains

V.1. Date of conclusion of the contract

5.2.2016

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: VO Communication

Postal address: avenue Van Volxem 281

Town: Bruxelles
Postal code: 1190
Country: Belgium

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 870 000 EUR

Including VAT. VAT rate (%) 21

Total value of the procurement:

Value: 870 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 3

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

8.2.2016