

**France-Cognac: Advertising and marketing services**  
**OJ S 33/2020 17/02/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo — CS 50012

Town: Cognac Cedex

NUTS code: FRI31 Charente

Postal code: 16121

Country: France

Contact person: Comité national du Pineau des Charentes

E-mail: [cfloch@pineau.fr](mailto:cfloch@pineau.fr)

Telephone: +33 545320927

**Internet address(es):**

Main address: <http://www.pineau.fr>

Address of the buyer profile: <http://www.e-marchespublics.com>

**I.4. Type of the contracting authority**

Other type: Interprofession

**I.5. Main activity**

Other activity: Interprofession

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Programme de communication collective du Pineau des Charentes aux Etats Unis: création de stratégie et conduite d'actions

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de communication collective du Pineau des Charentes aux États-Unis (USA): création de stratégie et conduite d'actions, en réponse aux objectifs fixés par le Comité national du Pineau des Charentes.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 350 000,00 EUR

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: FRI31 Charente

Main site or place of performance: Cognac (Charente 16/FR) pour la partie administrative et gestion et États-Unis (USA) pour la réalisation du programme.

### **II.2.4. Description of the procurement**

Construction du programme de communication du Pineau des Charentes aux États-Unis: création de stratégie et conduite d'actions.

### **II.2.5. Award criteria**

Quality criterion - Name: Bonne compréhension, moyens, pertinence des outils, analyse enjeux, maîtrise digital / Weighting: 90

Cost criterion - Name: Répartition et équilibre budgétaire / Weighting: 10

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Programme promotion pays Tiers / OCM vitivinicole: règlement CE 1234/2007, 2016/1149, 2016/1050

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

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

Open procedure

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

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 136-335458](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Title:**

Programme de communication collective du Pineau des Charentes aux États-Unis: création de stratégie et conduite d'actions

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

17/12/2019

### **V.2.2. Information about tenders**

Number of tenders received: 1

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

### **V.2.3. Name and address of the contractor**

Official name: Sopexa USA

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

The contractor is an SME: no

### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 350 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal de grande instance d'Angoulême

Town: Angoulême

Postal code: 16000

Country: France

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo

Town: Cognac

Postal code: 16100

Country: France

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

13/02/2020