

France-Paris: Advertising and marketing services

OJ S 30/2023 10/02/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL INTERPROFESSION LAITIERE FRANCAISE

National registration number: FR18300817954

Postal address: CNIEL

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Christophe Spotti

E-mail: cspotti@cniel.com**Internet address(es):**Main address: <https://www.produits-laitiers.com/laitflix/>Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

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

I.4. Type of the contracting authority

Other type: INTERPROFESSION

I.5. Main activity

Other activity: AGRICULTURE

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Production de contenus éditoriaux d'influence pour la chaine YouTube « Les Produits Laitiers »

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché a pour objet la production de contenus éditoriaux d'influence pour la chaîne YouTube « Les Produits Laitiers » dans l'objectif de travailler l'image et la notoriété des produits et des métiers de la filière laitière.

II.1.5. Estimated total value

Value excluding VAT: 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: Paris - France

II.2.4. Description of the procurement

- Une proposition stratégique et créative pour répondre aux enjeux du CNIEL / des produits laitiers
- Une stratégie éditoriale pour la chaîne YouTube Les Produits Laitiers à destination des 15-35 ans
- Des concepts créatifs mettant en scènes des créateurs de contenus tendance auprès de la cible et surtout légitimes et crédibles
- La production de l'ensemble des contenus vidéos proposés
- Le partage et relais des vidéos produites par les créateurs de contenus sur leurs réseaux sociaux respectifs
- Une proposition budgétaire pertinente et cohérente de l'ensemble des prestations attendues

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 500 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 9

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/03/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 14/03/2023 Local time: 14:00

Place:

Paris, France

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Le marché est renouvelable une fois pour 12 mois supplémentaires. Le cas échéant, la décision de reconduction sera notifiée au titulaire avant la date d'échéance du marché.

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

VI.5. Date of dispatch of this notice

06/02/2023