

F-Paris: Dairy products
OJ S 54/2013 16/03/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

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
Contact person: Laurent Damiens
For the attention of: Denise Navarro
E-mail: dnavarro@cniel.com
Telephone: +33 149707100
Fax: +33 142806345

I.2. Type of the contracting authority

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

I.3. Main activity

Other: The 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

II.1. Description

II.1.1. Title

A 3 year mix communications campaign in favour of Cheeses of Europe / France in the United States.

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

Services

Service category No 13: Advertising services

Main site or place of performance: United States of America.

NUTS code

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)

CNIEL's overall objective is to develop and increase import volumes of cow's milk cheeses of France to the USA by 2% every year of the campaign.

Marketing Objective:

- To strengthen and increase cheeses from France consumption occasions on the U.S. market.

Communications Objective:

- To make the consumer aware that cheeses of France may be consumed at all times and are totally adapted to the American eating habits.

II.1.5. CPV code(s)

15500000 Dairy products

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: 2 000 000,00 EUR

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

competitive dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality of the "creative concept" or the communications platform. Weighting 10
2. Overall project balance, strategies for allocating resources, ability to implement them effectively and consistency with the defined objectives. Weighting 20
3. Pertinence of the proposed actions: suitability of planned actions for the designated target groups. Weighting 40
4. Follow-up quality. Weighting 10
5. Optimal quality/price ratio. Weighting 10
6. Fee estimate in relation to total budget. Weighting 10

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

4432-2013.

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2011/S 171-281830](#) of 7.9.2010

Contract notice

Notice number in the OJ S: [2013/S 4-004432](#) of 5.1.2013

Section V: Award of contract

V.1. Date of conclusion of the contract

5.3.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Fifteen Degrees LTD
Postal address: 27 East 21st Street
Town: New York
Postal code: 10010
Country: United States
E-mail: greg@fifteendegrees.com
Telephone: +001 2125450451

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

Total value of the procurement:
Value: 2 000 000,00 EUR
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:
yes

Identification of the project: This list of specifications is an integral part of an competitive invitation to tender governed by the European Commission's Decree (EC) n°501/2008 , dated June 5th, 2008 and fixing the rules applying to the Council's Decree (EC) N° 3/2008 concerning promotion and information activities in favour of agro food products on the national markets and markets outside of the European Union.

VI.2. Additional information

As mentioned in the brief, candidates will submit samples of a new campaign logo, a new signature and a creative design for the media campaign.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal Administratif de Paris
Postal address: 7, rue de Jouy
Town: Paris
Postal code: 75004
Country: France
E-mail: greffe.ta.paris@juradm.fr
Telephone: +33 144594400
Fax: +33 144594646

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

14.3.2013

