

**France-Bordeaux: Advertising and marketing services**  
**OJ S 35/2022 18/02/2022**  
**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: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [laurianne.revidon@vins-bordeaux.fr](mailto:laurianne.revidon@vins-bordeaux.fr)

Telephone: +33 556002266

Fax: +33 556002282

**Internet address(es):**

Main address: [www.bordeaux.com](http://www.bordeaux.com)

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

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

Other type: Professional organization

**I.5. Main activity**

Other activity: Agri-food industry

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**Section II: Object**

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

**II.1.1. Title**

MEDIA PLANNING & BUYING: United Kingdom 2022-2024

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The present call for tenders from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of media planning and buying services in the United Kingdom, for 2022, 2023 and 2024.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 125 000,00 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

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

NUTS code: UK United Kingdom

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

To stimulate demand for Bordeaux wines by demonstrating their accessibility and diversity and by portraying them as modern wines suitable for casual, relaxed occasions.

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

Quality criterion - Name: MEDIA ENVIRONMENT ANALYSIS / Weighting: 10

Quality criterion - Name: STRATEGY / Weighting: 10

Quality criterion - Name: MEDIA CAMPAIGN PLAN / Weighting: 50

Cost criterion - Name: Detailed budget distribution Detailed budget breakdown, including fees /commission rates Competitive fees/commissions / Weighting: 30

### **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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

### **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: no

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

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

Notice number in the OJ S: [2021/S 245-645802](#)

#### **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:**

MEDIA PLANNING & BUYING: United Kingdom 2022-2024

A contract/lot is awarded: yes

### V.2. Award of contract

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

11/02/2022

#### 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: SKIN & THE GROVE MEDIA

Town: LONDON

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: [sguthrie@thegrovemedia.co.uk](mailto:sguthrie@thegrovemedia.co.uk)

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 125 000,00 GBP

Total value of the contract/lot: 1 125 000,00 GBP

#### 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: Conseil Interprofessionnel du Vin de Bordeaux

Town: BORDEAUX

Country: France

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

15/02/2022