

**France-Cognac: Advertising and marketing services**  
**OJ S 77/2014 18/04/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo

Town: Cognac Cedex

Postal code: 16 121

Country: France

For the attention of: Mme Claire Floch

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

Telephone: +33 545320927

**Internet address(es):**

General address of the contracting authority: <http://www.pineau.fr>

**I.2. Type of the contracting authority**

Other: Interprofession

**I.3. Main activity**

Other: Interprofession

**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**

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**II.1. Description**

**II.1.1. Title**

Campagne de communication collective du Pineau des Charentes sur le marché français.

**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: Cognac.

NUTS code FR531 Charente

**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)**

Accompagnement conseil sur la stratégie de communication collective du Pineau des Charentes année 2014; construction de la campagne de communication collective, média, hors média, on et off line.

**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**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

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

Restricted

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

##### **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**

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2013/S 228-396561](#) of 23.11.2013

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

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#### **V.1. Date of conclusion of the contract**

14.3.2014

#### **V.2. Information about tenders**

#### **V.3. Name and address of the contractor**

Official name: quai des Orfevres

Postal address: 5 rue Royale

Town: Paris

Postal code: 75008

Country: France

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

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

### **Section VI: Complementary information**

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#### **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**

16.4.2014