

France-Paris: Advertising and marketing services
OJ S 50/2023 10/03/2023
Contract award 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: 42 rue de Chateaudun

Town: PARIS

NUTS code: FR10 Ile-de-France

Postal code: 75314 Paris Cedex 9

Country: France

E-mail: mlmartin@cniel.com

Telephone: +33 149707100

Internet address(es):

Main address: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

I.4. Type of the contracting authority

Other type: Private law body

I.5. Main activity

Other activity: CNIEL FRENCH DAIRY BOARD

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025

Reference number: CHEESE UK 23

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the contract is conception and implementation of a collective Information and communication programme to promote European cheeses in the United Kingdom 2023-2025.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 660 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The bid must be written in French pr English and contain a technical and financial memorandum made up of the following elements:

o The bidder's technical file, comprising:

- A communication and promotional strategy, justifying its choices with figures and calibrated data whilst proposing precise objectives over the 3 years of the programme;
- Details of the pointers for all of the actions defined. The actions proposed will be based on strong messages to be communicated to the target audiences;
- Time frame for the programme: the bidder will propose a time frame over 3 years based on specific elements;

o For each action, the bidder shall propose:

- the organisation of each action (objectives, messages to be communicated, action plan for logistics, materials produced, budget);
- a precise scheduling for each action;
- shall give specific effectiveness indicators (KPIs) per target which will be used as the basis for any evaluation;
- All the deliverables per activity and per action line

• an estimate of the result for all of the programme's actions

o The bidder's budget proposal including:

- a precise budget for the 3 years of the programme per action (a graphic creation line, and an implementation line – adaptation for all of the tools / country shall be provided

II.2.5. Award criteria

Quality criterion - Name: Technical Offer / Weighting: 60

Quality criterion - Name: Quality of the proposed organization / Weighting: 15

Price - Weighting: 25

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: INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025 Regulation 1144 /2014

II.2.14. Additional information

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 011-024165](#)

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

Title:

INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: SOPEXA SA

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 3 660 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TRIBUNAL JUDICIAIRE DE PARIS

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75859 Paris Cedex 17

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

06/03/2023