

France-Bordeaux: Marketing management consultancy services
OJ S 60/2021 26/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: 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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Consultancy Services – Germany 2021-2023

II.1.2. Main CPV code

79413000 Marketing management consultancy 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 marketing consulting services in Germany, for a maximum period of 36 months.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 240 000,00 EUR / Highest offer: 318 000,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

79416100 Public relations management services

II.2.3. Place of performance

NUTS code: DE Deutschland

II.2.4. Description of the procurement

Performing market research

Generating advocacy among members of the trade and influencers

Recommending an annual marketing strategy and action plan

Liaising with Agencies to support the CIVB in coordinating the implementation of its marketing activities

Requesting and negotiating estimates from Agencies

Assisting the CIVB in coordinating the implementation

Working with members of the Bordeaux wine industry to develop and implement joint marketing activities

Monitoring and assessing the CIVB's marketing activities Submitting periodic reports.

II.2.5. Award criteria

Quality criterion - Name: Why the present call for tender is of interest to you, in light of your experience. / Weighting: 30

Cost criterion - Name: Contribution to the CIVB's marketing activities in the Market, namely: A proposed marketing strategy for Germany in 2022 and an action plan for 2022 based on an annual budget / Weighting: 70

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 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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 028-069409](#)

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:

Marketing Consultancy Services – Germany 2021-2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/03/2021

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: Christine Berthold

Town: Worpswede

NUTS code: DE Deutschland

Country: Germany

E-mail: christine@bertholdpartners.de

The contractor is an SME: no

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

Lowest offer: 240 000,00 EUR / Highest offer: 318 000,00 EUR taken into consideration

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: Conseil Interprofessionnel du Vin de Bordeaux

Town: Bordeaux

Country: France

VI.5. Date of dispatch of this notice

22/03/2021